THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

October, 1949

A Personal Letter

From Jean and Dolores

TO MUSIC OPERATORS OF SOUTHERN CALIFORNIA, SOUTHERN NEVADA, AND ARIZONA

Dear Operators:

We have recently returned from a meeting of Seeburg distributors in Chicago, and are happy to announce to our many customers and friends that once again Seeburg has set a far-sighted, constructive policy which will help you realize a greater return from your music investment.

New yearly Seeburg models have been eliminated, and there will be no change in the Select-O-Matic 100 music system or the Wall-O-Matic 100 wall box in 1950. Factory production will continue to be slightly less than actual sales, which is your assurance that you will not have to absorb any excessive equipment beyond your normal operating activities.

Through field reports from countless locations, we have discovered that the Select-O-Matic 100 is the only answer to today's profit problems. Not only is it the most economical music system for the operator, but when properly programmed, makes more money than any other piece of music equipment ever manufactured.

You owe it to yourself to get complete details of the Select-O-Matic 100 and find out for yourself what it can do to bolster your route.

Sincerely yours,

Jean and Dolores

MINTHORNE MUSIC CO., Inc.

Exclusive Seeburg Distributor for Southern California, Southern Nevada, and Arizona

2916-20 W. Pico Blvd. Phone: PArkway 2177 Los Angeles 6, Calif.

PER 50c COPY

SEEBURG FULFILLS THE OBLIGATIONS OF LEADERSHIP TO THE COIN-OPERATED PHONOGRAPH INDUSTRY

SEE INSIDE PAGES OF THIS ISSUE FOR A COMPLETE STATEMENT OF POLICY BY THE J. P. SEEBURG CORPORATION

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.

MINTHORNE MUSIC CO.
2916-20 West Pico Boulevard
Los Angeles 6, Calif.

R. F. JONES COMPANY
127-9 E. 2nd South, Salt Lake City 1, Utah
1454 Welton Street, Denver 2, Colo.
1515 N. E. Broadway, Portland 12, Ore.
2208 Fourth Ave., Seattle 1, Wash.
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Royal PROUDLY PRESENTS . . .

The King of ALL Money-Makers!

Easy to play . . . Two players take alternate shots for highest poker hand . . . Complete set of cards to shoot for.

A Simple, Fascinating Coin-Operated Game

WITH

TREMENDOUS PLAY APPEAL

- **SENSATIONALLY NEW**
- **COMPLETELY DIFFERENT**
- **PRICED FOR PROFIT**

OPERATORS AND DISTRIBUTORS!!!

CHECK THESE "LUCKY SEVEN" FEATURES FOUND ONLY IN THE ROYAL FLUSH

1. **No maintenance costs because there are no possible mechanical or electrical failures.**
2. **No expensive scoreboards or score pads necessary.**
3. **A game of skill, yet easy to understand and simple to play.**
4. **Compact size—5 ft. long, 28" wide—fits any location.**
5. **Made of finest hardwood, beautifully finished, built to last.**
6. **The lowest priced quality skill game ever manufactured.**
7. **Not a fad or a flash in the pan—designed for years of top popularity.**

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ROYAL FLUSH has been designed and engineered by the manufacturers of the famous Royal Shuffleboard.

ROYAL SHUFFLEBOARD CO.

Manufactured By

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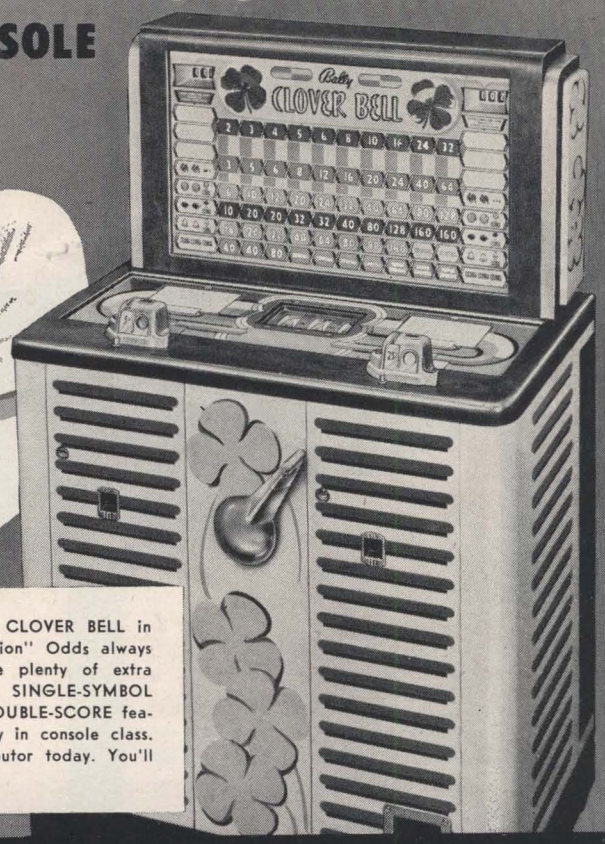
GET LUCKY WITH Bally® CLOVER-BELL

TWIN MULTIPLE-COIN BELL CONSOLE



3 "SPOTTED" SYMBOLS
SINGLE CHERRY WINNERS
SINGLE ORANGE WINNERS
SINGLE PLUM WINNERS

NEW MYSTERY DOUBLE AWARD

FAMOUS "CITATION" ADVANCING ODDS

Yes . . . you'll be in clover with CLOVER BELL in your console spots. Famous "Citation" Odds always advance, never drop back, insure plenty of extra coins per game. Three possible SINGLE-SYMBOL winners and fascinating mystery DOUBLE-SCORE feature attract and hold biggest play in console class. See CLOVER BELL at your distributor today. You'll be convinced.

SMASHING ALL ONE-BALL RECORDS

Bally® CHAMPION
FREE PLAY ONE-BALL

Bally KENTUCKY
AUTOMATIC ONE-BALL

TWO HORSE-SHOE BUTTONS
INSURE 25% TO 100% INCREASE IN COINS PLAYED PER GAME

FAMOUS "CITATION" ODDS
ALWAYS ADVANCE . . . NEVER DROP BACK

NEW DOUBLE-SCORE
320 REPLAY TOP SCORE

NEW "WILD" SECTIONS
28 WINNING HOLES POSSIBLE

Bally® MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
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SEEBURG STATES ITS POLICY TO MUSIC OPERATORS

Coin-operated music men everywhere, regardless of the equipment they have operated, know that most of the worth-while product developments in the coin-operated phonograph industry have been introduced by Seeburg.—Likewise, they also know of the constructive sales policies which have been fostered by the J. P. Seeburg Corporation in our business over the past years.

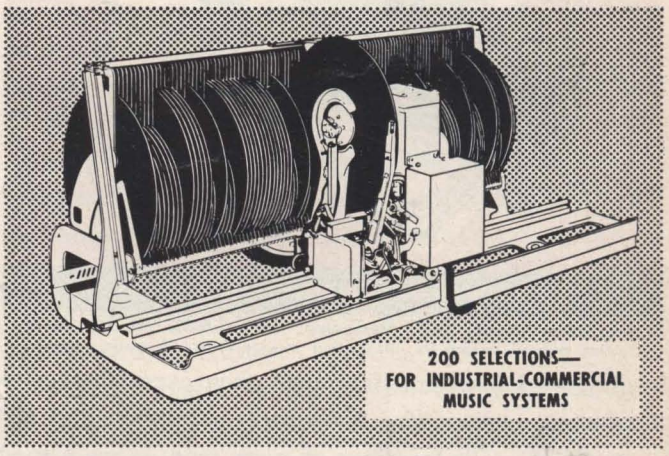
It follows, therefore, that music operators should look to Seeburg to exert a constructive merchandising force which will lead them out of the wilderness of confusion into a period of constructive and profitable operations.

It was in 1939 (10 years ago) that the idea of 100 selections was born.—It has always been our belief that a broader music service to the public which would permit our equipment to afford more listening pleasure to more people of widely diversified musical tastes and in different age groups — would result in more people depositing more coins to hear the music of their choice.

In 1939, the Select-O-Matic "100" mechanism began to take form and years and years of research and engineering have been concentrated on the development and perfection of the Select-O-Matic principle of playing discs. — It has always been our conviction that the Select-O-Matic principle is the simplest, most direct way to make an adequate library of music available from which a specific selection of music can be played in a matter of seconds after that selection has been made by the public — either at the phonograph or from any remote point.

Before introducing the sensational Select-O-Matic principle to the coin-operated music field, we assured ourselves of giving this mechanism the acid test by introducing it in the industrial-commercial field, where a mechanism is forced to run continuously for providing a constant musical background, or where it is subjected to time clock control for full automatic operation.

During the entire year 1948, the Select-O-Matic mechanism was withheld from the coin-operated phonograph field until Seeburg was thoroughly convinced that its application could be made without using operators as guinea pigs and asking them to bear excessive costs throughout an experimental and testing period. — SEEBURG DISTRIBUTORS AND THE SEEBURG FACTORY ASSUMED THIS OBLIGATION; AND DURING THIS PERIOD, SEEBURG DISTRIBUTORS MADE INDUSTRIAL-COMMERCIAL INSTALLATIONS AND SERVICED THEM WITH THEIR OWN SERVICE ORGANIZATIONS, SUPPORTED BY SEEBURG'S ENTIRE FIELD SERVICE ENGINEERING STAFF.



The Select-O-Matic "200" Library. Select-O-Matic principle of playing discs proved in industrial-commercial installations throughout the country—forerunner of the Select-O-Matic "100" mechanism.

For the first time in the history of coin-operated music, a mechanism was introduced that had been tried,

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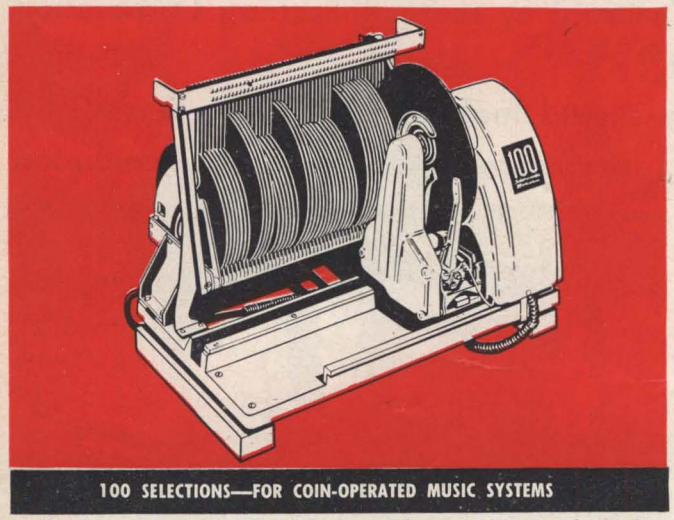
Seeburg Select-o-matic 100 MECHANISM OPENS NEW OPPORTUNITIES

tested and proved in industrial-commercial installations throughout the country before a single piece of coin-operated equipment went out into the coin-operated music field.

In 1949, the Select-O-Matic "100" mechanism was introduced in the coin-operated phonograph industry — *a proved, perfected, coin-operated mechanism* — and Seeburg's thinking and planning back in 1939 became a



The Select-O-Matic "100" Mechanism. Select-O-Matic principle tried, tested, proved before its application to coin-operated music systems.

reality. — To progressive music men everywhere, this marvelous mechanism has opened up new business opportunities. — To locations of every type, it has helped to build business and to create good will.—To listeners of every taste, every age from tots to teen-agers to old-timers — this amazing development makes available to them the music of their choice.

The Select-O-Matic mechanism is the simplest and most service free mechanism Seeburg has ever built.—Based upon field reports from thousands of installations throughout the United States and from our export markets, the Select-O-Matic "100" Music System is the most economical music system for the operator to operate; and when properly programmed, has greater earning potential than any other music system previously developed.

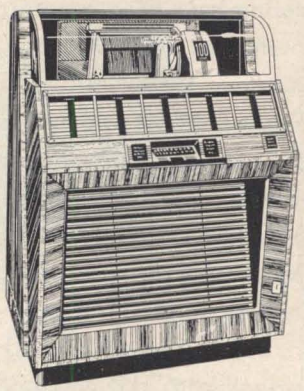
It is our sincere belief that the Select-O-Matic "100" mechanism is many, many years ahead of our industry; and we feel that this is the appropriate time to make a statement of policy to all music operators, which will evidence our good faith in trying to build a better and more profitable future for all music operators who, by their confidence in us, invest their money in the Select-O-Matic "100" Music System.

Therefore, for the purpose of informing all authorized Seeburg distributorships of Seeburg's future policies with respect to the manufacture and sale of Seeburg coin-operated phonographs and associated equipment, all Seeburg distributors were called into session at the Belden Stratford Hotel, Chicago, Illinois, on Friday, August 26.

SEEBURG POLICY

1 Seeburg will deviate from the traditional policy of yearly models in our business and will introduce new models at less frequent intervals in the future.

2 Model M100A will not be changed in 1950.—Frankly, we see no reason for changing this model for the next several years. We will not make any changes unless they become necessary; and if we do make changes, due consideration will be given to the effect of such changes upon those who operate Seeburg equipment.—The basic advantages offered by the Select-O-Matic "100" Music System are such that for the first time in our industry we find ourselves in position to do a constructive selling job on music to the public and the necessity for cabinet changes and miscellaneous non-productive features becomes of less importance to all of us.



The Select-O-Matic "M100A". The most revolutionary music system in the history of coin-operated music. 100 selections cataloged under 5 musical classifications—plays 10 and 12-inch records—"music for everyone."

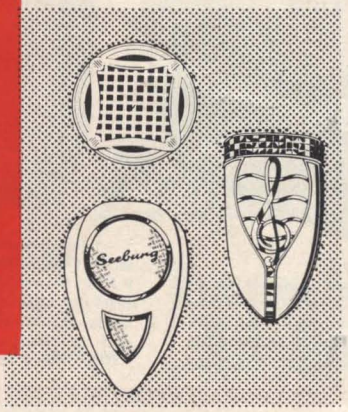
3 The same policy will prevail on our 100 selection Wall-O-Matic—Model 3W1—and the various speaker

CONTINUED ON NEXT PAGE

SEEBURG POLICY DESIGNED TO PROTECT OPERATOR INVESTMENT

assemblies which now are available and identified as Seeburg Scientific Sound Distribution.

The Wall-O-Matic "100"—an achievement in itself—matches the wizardry of the Select-O-Matic "100"—100 selections under 5 musical classifications—right at the finger tips of the public.



Seeburg speakers to meet the requirements of Scientific Sound Distribution in any location.

4 We will continue our policy of keeping Seeburg factory production schedules slightly under our actual sale of equipment in the field in order that we may keep our inventory in a liquid position.—We will continue our releases to suppliers on a thirty-day basis so that the inventory in the field will never exceed a normal amount.—This is your assurance there will be no excess Seeburg production which operators will be asked to absorb beyond their normal and constructive operating activities.

5 We believe new equipment should be placed by operators in good income locations only. *We do not believe new equipment should be forced into low income locations.*

6 We do not believe new equipment should be moved from good income locations into the lower income location group until the new equipment is paid out and the operator has had a reasonable length of time to enjoy unencumbered revenue from his top locations before finding it necessary to make replacements with a new model.

7 We believe that with the investment operators are making in locations with the Select-O-Matic "100" Music System (the Select-O-Matic M100A, the Wall-O-Matic 3W1 and the speaker equipment necessary to Scientific Sound Distribution)—a contract for at least 12 to 24 months' duration and on a *more favorable basis* for the operator should be negotiated with the location.

There is another consideration with which we must cope in our planning for a better and more profitable future in the music business for all Seeburg operators and that is the confusion which exists in the record business, commonly referred to as the "battle of the speeds"; but in order to protect the operator's investment in Seeburg "100" Select-O-Matic equipment in the years ahead, here is our analysis of the various speeds and Seeburg's answer to the problem:

1 The manufacture of 78 r.p.m. records will be continued by all manufacturers in the record business for many years to come.—The reason for this is obvious because all 78 r.p.m. records are standard, play on all of the millions of turntables out in the field today and offer an immediate volume outlet to all record manufacturers.

2 Long playing records offer exceptional advantages in the recording of complete classical works on an amazingly few discs, thereby giving an uninterrupted rendition and in the desired sequence. We also feel that the long playing record holds definite advantages in the recording of complete scores from musical comedies where the present number of records in an album can be substantially reduced.

With due respect to the many outstanding attributes of the long playing record, we do not feel that it will ever be a factor in the coin-operated phonograph business because the principle of the long playing record opposes the basic principles upon which the coin-operated phonograph business has been founded; namely, a single selection of music for five cents and each specific selection subject to selectivity by the public.

3 The 45 r.p.m. record could, conceivably, in the years ahead become a factor in the coin-operated phonograph business because it has all the basic fundamentals which are required in our business.—However, this record will never be a factor in the coin-operated phonograph business until such time as public approval has been placed upon it and public demand such that adequate stocks will be available in every record shop throughout the country and supported by a complete 45 r.p.m. catalog.

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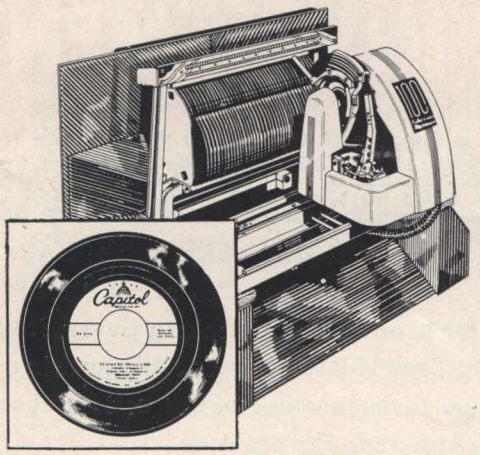
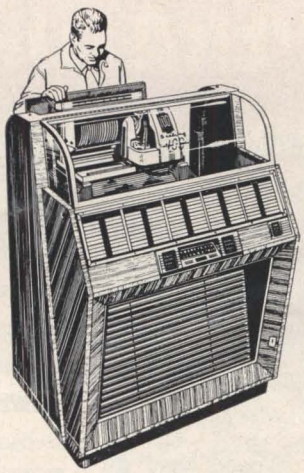
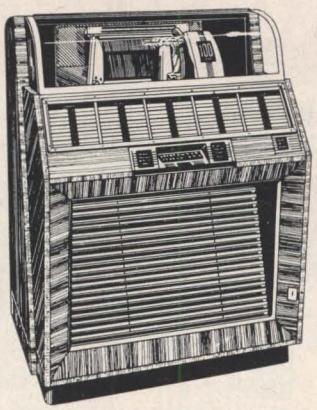
HOW THE OPERATOR'S INVESTMENT WILL BE PROTECTED—(IF NECESSARY)



Here is the 45 R.P.M. Select-O-Matic "100" Mechanism. When, and if, the 45 R.P.M. records become a factor, the mechanism will be packaged as shown complete with inner background trim—ready to insert in the M100A cabinet.



Again—when and if—just take out the 78 R.P.M. Select-O-Matic "100" mechanism and replace with the new 45 R.P.M. Select-O-Matic "100" mechanism. Everything fits. Exchange is made in a matter of minutes.



Your investment is protected. Here is the Select-O-Matic M100A cabinet with the 45 R.P.M. Select-O-Matic "100" mechanism—ready to operate with all existing components—including the Wall-O-Matic "100" and speakers—of Seeburg Select-O-Matic "100" Music Systems.

Note. It is very difficult to intelligently appraise the present record situation in following three different turntable speeds and visualize what the final pattern in the record business will be. The record business has always been dependent upon volume for success and this volume has been possible in the past due to standards in the manufacture of records and the fact that all manufacturers were building to the same specifications; and regardless of which make of record was purchased by the public, it could be played on any phonograph.

The public is the only one that will decide this issue; and it would not be surprising to us to see all record manufacturers standardize once more on their production—the same speed—the same size center hole—et cetera—particularly in the manufacture of popular records.

However, based on our analysis of the two new speeds, 33⅓ and 45 r.p.m., it is our opinion that the latter, 45 r.p.m., must be considered by the J. P. Seeburg Corporation.—Therefore, in order to protect our business and your business in the years ahead, we have provided for this possibility as outlined below:

1 We have developed a Seeburg Select-O-Matic "100" for the playing of the 45 r.p.m. record.—This mechanism was demonstrated to all Seeburg distributors at our distributor meeting on Friday, August 26, held at the Belden Stratford Hotel in Chicago.

2 If and when the 45 r.p.m. record becomes a factor to music operators (and it may never become a factor), Seeburg, for a nominal cost to the operator, will replace the present 78 r.p.m. Select-O-Matic "100" mechanism with a 45 r.p.m. Select-O-Matic "100" mechanism. —The 78 r.p.m. is simply unbolted and removed from the present M100A cabinet and the 45 r.p.m. "100" Select-O-Matic mechanism installed. — The entire change requires less than five minutes' time and the operator's investment in the M100A will not be jeopardized — *it will be protected.*

3 The 45 r.p.m. "100" Select-O-Matic mechanism has been designed for the present Seeburg "100" Wall-O-Matic—Model 3W1—so this is your assurance that if and when in the years ahead should it ever be necessary for you to use the 45 r.p.m. record—your investment in the Seeburg "100" Wall-O-Matic will not be jeopardized—*it will be protected.*

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Illinois

We take this opportunity to express our confidence and faith in the future of the music business and we sincerely hope that this statement of policy on our part will merit your continued support and cooperation in the years ahead.

J. P. SEEBURG CORPORATION

THE COIN MACHINE REVIEW

OCTOBER, 1949

The 195th CONSECUTIVE MONTHLY ISSUE

For the Wrong That Needs Resistance . . . For the Cause That Needs Assistance . . . For the Future in the Distance – and the Good That It Can Do!

PAUL W. BLACKFORD, *Editor and Publisher* — WALTER W. HURD, *Executive Editor*

LOUIS KARNOFSKY, *Advertising Manager*

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Murray Hill 2-5589

Industry Progress At High Level

BUSINESS REVIEW . . .

September brought a little more cautious watching of business signs, because some definite trends had appeared in August to reverse the much publicised recession. The most conservative experts on business conditions were saying that October would be the real test month, whether the recession would set in again, or whether the recovery signs would hold and business level off at a high level.

The coin machine trade itself seemed to be following the normal curve for the season, with music seeming to make the most vigorous effort toward a fall pickup.

The experts are now calling the recession flurry an "inventory recession," due to widespread cutting of inventories since last year. This general reduction in buying hit suppliers in all industries; everybody was cutting inventories.

Others call the recession a "price recession," because a general decline in prices has widespread effects, including curtailment of production in many industries. A

(See BUSINESS REVIEW, Page 12)

Trade Signs Point Normal Demand; All Divisions Share In Advances

by WALTER HURD

CHICAGO—Evidence of the fall pickup in the coin machine trade followed a normal pattern for the season, with definite signs of increased activity showing up in the last half of August. Distributors reported an increase in demand for machines and special interest in what would appear in the way of new machines. The coin machine picture as a whole indicates a normal business level, and no early fall signs of a boom stage in any type of machine.

With the total volume of business at a higher postwar level in the Industry, it appears that future business will depend much on the salesmanship and promotional work of operators, distributors and manufacturers. All other industries have come to the point where quality in merchandise and salesmanship in placing it are the things that count, and the coin machine trade is in much the same position.

The trade naturally hopes at this time for the appearance of some new idea, some new machine, that will initiate a boom, just as shuffleboard did more than a year ago. But on the early fall horizon there was no sign of some new thing that would start the boom. But there were excellent signs of renewed effort to keep the business going ahead at full pace.

On the Industry front, there were also good reports of increased activity by various organizations and groups to support public causes that will increase public favor. Some of the music organizations are especially active in such programs and even manufacturing firms are setting high examples in public relations work. A summary of the

(Turn Page)

The Review Calendar...

IMPORTANT DATES

Oct. 1-2 —Loyalty Days.
Oct. 1-31 —National Hunters' Month.
Oct. 2 —World-Wide Communion.
Oct. 2-8 —National Employ the Handicapped Week.
Oct. 3 —Yom Kippur.
Oct. 9 —Grandmothers Day.
Oct. 9-15—Fire Prevention Week.
Oct. 12 —Columbus Day.
Oct. 15 —Sweetest Day.
Oct. 24 —United Nations Day.
Oct. 27 —Navy Day.
Oct. 29 —National Apple Week Begins.
Oct. 30 —Girl Scout Week Begins.
Oct. 31 —Hallowe'en.

CONVENTIONS

Oct. 24-26 —National Assn. of Popcorn Manufacturers, annual convention, Palmer House, Chicago.
Oct. 24-29 —International Assn. of Ice Cream Manufacturers, 45th annual convention, Los Angeles.
Nov. 7-9 —National Assn. of Retail Ice Cream Manufacturers, annual convention, Hollenden Hotel, Cleveland.
Nov. 14-17—American Bottlers of Carbonated Beverages, annual convention, Detroit.
Nov. 27-30—National Automatic Merchandising Assn., annual convention and exhibit, Atlantic City, N. J.
Nov. 27-30—National Assn. of Amusement Parks, Pools and Beaches, annual convention and exhibit, Sherman Hotel, Chicago.

● *New Phone Number*

Effective October 23rd
the Los Angeles phone numbers
of THE REVIEW will be
DUnkirk 4-8269 and DUnkirk 4-7114

Call
PR. 7351
For Coin-operated Equipment, Parts and Supplies
Paul A. Laymon, Inc.
DISTRIBUTOR
1429-31 W. Pico
Los Angeles 15

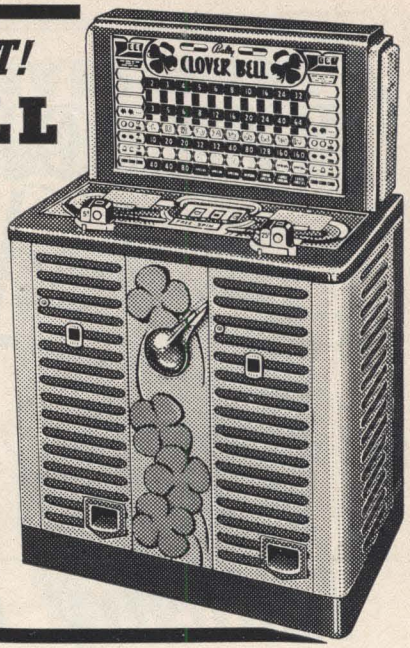
REPAIRS and PARTS
Buy and Sell Slots
●
OVER 20 YEARS IN SERVICING SLOTS
G. B. SAM
541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

PROFIT INSURANCE ON ANY SPOT!

Bally CLOVER-BELL

TWIN MULTIPLE-COIN BELL CONSOLE

Yes . . . you'll be in clover with CLOVER BELL in your console spots. Famous "Citation" Odds always advance, never drop back, insure plenty of extra coins per game. Three possible SINGLE-SYMBOL winners and fascinating mystery DOUBLE-SCORE feature attract and hold biggest play in console class. See CLOVER BELL today. You'll be convinced.



Bally CHAMPION

FREE PLAY ONE BALL

MORE ways to win! CHAMPION gives player MORE fun for his money, MORE skill-thrills, MORE action! That is why CHAMPION is earning MORE money for operators . . . smashing all profit-records from coast to coast. Get your share . . . get CHAMPION on location now!

PAUL A. LAYMON, Inc.

1429-31 W. Pico Blvd., Los Angeles 15, Calif.

fall outlook for various phases of the Industry suggests the following:

1. The past summer seemed definitely to level off the boom in shuffleboard. A decided weeding out of manufacturing firms in this field has been reported, with a comparative few of the more stable firms remaining. These firms announce they will continue an aggressive program to expand shuffleboard to all parts of the country and to promote popular interest in the game. Leagues and tournaments will be the spearhead for increasing public interest and manufacturers will push this kind of promotion, although it is expensive.

Some cities and territories report that all locations having room for shuffleboard already have one or more games. But there are many areas still with few boards. The sales of equipment has shifted strongly to scoreboards, etc. Popular interest can and is still being increased in shuffleboard.

2. Led by a cooperative committee of active music associations, and by at least two manufacturers of phonographs, the music division of the trade has started off in real form for action. Optimism has increased in all parts of the music business and operators are setting out to solve their own problems. A first national convention for music operators is in the offing.

Reductions in cost of records is reported to have helped music operators to begin paring down high postwar costs, and the operating front is reported more stable than at any time since the end of the war. TV still poses problems but operators have learned how to meet competition. Manufacturers have studied market demand carefully and plan not to overproduce on equipment.

3. The pickup in pin ball games was marked by all the pioneer manufacturers in this field announcing attractive new games for the trade. It is a united front which will offer operators a variety in games to choose from, and all of them have new player appeals. A "revolutionary game" may be missing but there is plenty of appeal in the new offerings. A seasonal trend to college sports in playing theme is evident.

4. Consoles and bells had a boom soon after the war ended, and then demand leveled off. Signs have accumulated that an increased demand for these machines will mark the coming months, and in some territories with full legal status.

5. The principal types of vending machines, with exception of soft drinks and ice cream, are stimulated by the cooler season. The vending trade is also being aided by the general plans for the annual convention of the National Automatic Merchandising Assn. in November. There are merchandise supply conventions ahead also which will aid automatic merchandising, including the soft drink, ice cream and pop corn trade conventions.

Soft drink vendors were greatly aided by an unusually hot summer, but nevertheless, the postwar boom in placement of bottle type vendors seems to be leveling off. Cup vendors seem likely to gain next, will bear watching, for even bottlers are turning to the cup type. The advance in cup type machines will be aided by increased placing of coffee and soup vendors.

Candy bar and cigarette vendors, two very stable types in the vending world, have problems in the national picture that may delay the needed expansion and placement of modern machines in these fields. The candy industry reports that national sales of candy bars is leveling off, and some reports suggest that a similar condition may also appear in consumption of cigarettes. Much depends also on employment over the nation and the activity in industrial locations.

Machines for vending hot coffee and soup will demand increasing interest, also milk vendors. The prolonged boom in bulk vendors is said to have leveled off during the current year. Reports on pop corn vendors are spotty.

6. The whole Industry will be confronted by decided regional differences in conditions, earnings on machines, and business activity. The national picture still shows a general adjustment under way and the patronage of coin machines is affected by it. Operators in various territories will have marked ups and downs for the next several months, depending on how regional business activity goes.

But there is strong faith and optimism in the general progress of the Industry as a whole.

The COIN MACHINE REVIEW PLATFORM:

1. *To foster and encourage localized public relations programs for the good and welfare of the Industry.*
2. *To support adequate national trade associations and advocate the formation of local and regional associations to affiliate themselves with the national for mutual benefits.*
3. *Promote, encourage and publicize a National Coin Machine Week, to be set yearly to correspond with the week during which the national Industry show and convention is held.*
4. *Promote, encourage and publicize a National Automatic Merchandising Week, to be set yearly to correspond with the week during which the national vending machine trade convention is held.*
5. *Encourage and promote standard distributing firms and practices within the Industry whereby the maximum protection is guaranteed the operator in the sales and servicing of new products.*
6. *To oppose unfair and discriminatory taxes of all kinds on coin-operated devices and services.*
7. *Urge the repeal of the federal excise tax on coin-operated machines.*
8. *Encourage a uniform decimal system of coinage in all nations to promote the use and export of coin-operated devices.*
9. *Encourage the wider use of coin operation on new devices, services and inventions.*
10. *Publicize the immense benefits of coin-operated devices and services to stores, factories and establishments of all kinds.*

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Industry Will Gain By New Confidence

Many trades and industries have in recent weeks been led to renew their confidence in the soundess of the American way of doing things, and to take a more optimistic view of what the future may hold in the way of opportunities for expansion.

This came about when, for many months, everybody had been expecting collapse and then a rather normal adjustment from postwar peaks set in, rather than a complete collapse. So, many industries have decided that the future is safe and that aggressive effort will still pay a profit.

It is well understood how operators were hit by inflation, when they could not very well raise their prices to a level in keeping with things in general. It is also well understood that relief from inflation is not coming very fast, nor in a way that will start the coins to piling up in machines of all types. Consumers are not getting relief from inflation that fast, but the public is getting some relief and is having its confidence restored in things.

Business has had its vision and confidence revived by the fact that there is still plenty of money, more people at work, a higher standard of living, and more goods being consumed than ever before. This picture has given business a new ambition to join in a general drive this fall to get more business.

The Coin Machine Industry, in all its branches, normally renews its activities in September each year—and most signs point to the fact that the Industry has pretty well settled back to normal. October is here now and everybody recognizes all those signs which mean that things are picking up. They really began showing in August and are pretty definite.

It is quite plain that the business activity of the country is being helped by so many firms and industries renewing their confidence in the outlook, in making a deliberate effort to build up business. The movement has been so widespread that most everybody is joining in and everybody will be helped.

Some have expressed the idea by saying it is a case of renewing confidence in the United States, our own nation, the country in which we live, realizing again that it is the best country in the world and offers more in the way of opportunity.

Whatever it is that renews confidence, it reaches out into industries and also to individuals that are a part of trades and industries.

The coin machine trade will certainly be helped by the spread of confidence into many fields, and reaching so many firms and individuals. If confidence really takes hold on the masses, it will show up in the millions of coin machines over the land. And that is what everybody in the business wants.

A pertinent question now asks what each operator can do to help the cause along; what each distributor and manufacturer can do.

Certainly, the coin machine trade should deliberately renew its confidence in the nation and in its own future as a business. It was hard to adjust from the peak war days and a period that followed, but it had to be done and now that the varied industries of the country are showing new confidence in the outlook, let the Coin Machine Industry show a new aggressiveness that will include every operator.

All branches of the Industry have shown a remarkable stability, during the war and after it. There were some who thought the war, as it stretched out for so long, would mean the end of such a business. But the coin machine business came through with much honor to its factories and to the trade in general. The boom that was so strongly hoped for, in the postwar adjustment, didn't come and, instead operators had to adjust before many other trades were compelled to level off.

Many think enough leveling off has been accomplished, and now is the time for renewed confidence. The coin machine trade will gain by this confidence and should take a big part in it.

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Laymon Has Bally Fall Line

LOS ANGELES—Paul A. Laymon returned here on September 26th after attending a distributors' meeting at the Bally plant in Chicago and previewing some new additions to the Bally fall line.

"Amazing, amazing, that's all you can say," was Laymon's only comment on the new numbers. "Bally has really outdone themselves this time and in just a few days we'll have samples to prove our statements," he concluded.

BUSINESS REVIEW

(Continued from page 9)

number of conservative leaders say that price deflation is not over yet, although the price level has recently made slight gains.

The feeling that prices will deflate further seems to hinge a good deal on the outlook for bumper yields in major crops, with corn being considered the key to the price situation during the next few months. It will be recalled that recession hit farm prices early in 1948, and in the view of this writer set in motion the postwar adjustment downward that has been under way for more than a year.

The signs for a real fall pickup in business are considered stable and include a majority of those factors that are said to determine the course of prosperity. If a new break occurs, it is likely to be due to a decided crash in prices. Business is depending much on holiday trade in December also, and if prospects hold favorable for the next month as is now indicated, the year should close very favorably. Employment got a good boost in August, in good time to create optimism for the fall months.

The general business sentiment in September has been aptly called "cautious business optimism."

A review of the many reports on business trends and conditions follows:

AUTOS—The auto industry held during the summer as one of the solidest props of the nation's business, aiding steel to hold at a high level. September was a test month for the auto trade since demand normally drops; too big a decline in demand means cuts in production in November, and some predict even in October. Studebaker started parade of 1950 models, with at least three other makers expected to follow before the year ends; changes are chiefly in body style, not much in motors or prices. Prediction is that a general markdown on 1950 cars will not come, but lower-priced models will be pushed. Used car market has held higher than expected, prices well above prewar ratio, but big drop is still expected.

BANKS—The Labor Day period interrupted money flow, increasing money in circulation, bank clearings gaining above the same week last year; demand deposits gained recently but were still below a year ago and also a month ago. Total personal income began to decline in July, although total for the first seven months of the year was well above the same period last year; farm income decline was chief item in the July drop. Savings accounts indicate that consumers have about $127,000,000,000 in liquid buying power.

BUSINESS FIRMS — Failures showed the usual decline in the Labor Day week, but rate is still well above the rate in 1947 and 1948, but below 1940 rate. Manufacturing and wholesaling firms have recently slowed in rate of failures, while increases occur chiefly in retail and construction trades.

CROP REPORTS—These reports took on decided importance during September and on major crops were considered generally favorable to the nation. Although bumper yields may result in heavy pressure on prices, enough to bring about a price crash. Government support of farm prices is also under severe test.

EMPLOYMENT — One official report said a "startling" pickup in employment occurred in August, as compared with June and July. The gains were said to be more than seasonal. Operators of coin machines will also be interested in the fact that most of the increase was in non-farm workers, the rate being three times greater than in the same period last year; factories, stores and mills reported increases. Employment picture varies widely in different localities, of course, with a number of cities and a few states still having a real unemployment problem.

EXPORTS—The monetary conference of U.S., British and Canadian representatives is expected to have some results in export trade, but is not expected to open British and Canadian markets to coin machines. Official reports on coin machine exports are always late; exports of music and vending machines made good gains in May over April, and Cuba, Venezuela, Mexico and Panama led as buying countries in the order named.

CONSTRUCTION — Total construction put in place in August was 3 per cent above July, but 2 per cent below Aug. 1948; hospital and institutional building was running considerably above last year; building of private social and recreational buildings was also showing increases. But commercial and industrial building was down about 35 per cent from Aug. 1948, and also declined from July to August. For the first eight months of the year, private construction was 6 per cent below last year, but public construction showed a gain of 30 per cent. Early in September, construction contracts were showing a decided gain over the same period last year.

GASOLINE—Final reports on summer tourist use were not available. Primary suppliers reported demand from distributors was running only slightly above last year during July and August. Prices have advanced on fuel oils, which should relieve any pressure for price increases on gasoline.

GOVERNMENT MONEY — Estimates place total spending of federal, state and local governments this year will be close to 69 billion dollars. Federal cash going to business this fiscal year is estimated at $20,308,000,000, while federal cash going to individuals in various ways is put at $26,098,000,000. All the income of all the people ten years ago was not much more than what governments will spend this year. One financial paper says "business is to get a special shot in the arm of government cash during the first half of 1950 . . . test for business will come when expenditures ease." The heavy spending plans are said to put a damper on tax cut hopes next year.

INVENTORIES—Inventory trends have assumed new importance in the general business picture. As mentioned in the introduction, some have called recent trends an "inventory recession." Questions now are whether inventories have reached bottom, and whether recent increased buying is only temporary or whether the trend is permanent. Industrial buying, also retail, is still on 30-day or less policy.

MATERIALS—Attention centers chiefly on steel; demand and output has shown increases recently, aided strongly by the auto industry. Settlement of the steel industry wage dispute spread optimism in more ways than one. Purchasing agents recently reported there is no problem now in getting materials and delivery, although a few materials have shown price increases; but increases are balanced by reductions. Suppliers have reported that demand for many materials is below normal.

POWER—One report says that use of electric power is an important index to general business—and that total use of power has been running 3 to 4 per cent above a year ago, although showing signs of small declines in August.

PROFITS—Industry profits in general are now known to have declined for the first half of the year—first general downward trend since the end of the war. Percentage of decline is small but the trend seems to be definite for the year.

PRODUCTION—Reports on production are being studied very carefully to note trends. Demand started an increase in out-

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put of refrigerators, etc., in August, to the surprise of the manufacturers. Total production started upward in August, after a period of decline from the postwar peak in Aug. 1948; experts are now predicting a gradual rise in total output through the first half of 1950—"no sudden upturn, no sharp rise in production, boom is not returning, but a fairly steady rise." Most encouraging trend is that some of the industries which were hit first by the recession, such as New England textile mills, are now gaining in output. Recent reports also show increases in man-hour output. Barron's Index early in September was showing a general increase in physical volume of business. Purchasing Agents said 42 per cent of member firms reported production increase in August, 21 per cent of firms increasing employment; output is rising faster than gains in employment.

PRICES—Prices tended to hold steady in August, while September started off with slight gains in some of the price index systems. Price increases started in August on building materials, copper products, fats, textiles, lead, etc. Some say the "price recession" has run its course, while others insist that the general price level must go much lower. At this writing, general price trends are upward but only in a slight degree; upward price trends include wholesale prices, cost of living, etc. Cost of living index is only about 3 per cent below the postwar peak.

Operators have been vitally interested in general price trends, cost of living, etc., since end of the war, the general view being that cost of living and of doing business must decline to increase the real earnings of coin machines.

But, at this writing, the trend is slightly upward, with such market reports as the following: "Advances in meats, grains, sugar, coca, send price index higher."

One reliable report said: "Brisk buying during September by consumers and business firms will bolster price levels; sluggish buying may cause prices to slip faster."

RETAIL TRADE—Statements have been made earlier which show importance of store trade during next two months in the general picture. Store sales are reported in dollar volume, and due to price declines since last year, do not show a true picture of actual business done. Some regional reports show very definitely that physical volume of goods sold is now running above last year. July dollar volume, of course, officially reported about 7 per cent below the same month last year. Retail price index in July was reported down 3 per cent from July 1948; food prices in stores dropped 1 per cent from June to July but have since shown slight increases. Stores in Boston, New York and Chicago were showing the best trade gains as of Sept. 1. *Retailing Daily* reported on early Sept. trade that stores in most cities have been fairly well pleased with sales since Labor Day.

Official report on popular types of locations for July trade shows drug stores as losing in dollar volume from June to July and also below July 1948; in actual business volume drug stores also declined. Eating and drinking places taken together in July registered a dollar gain over June, but fell below May this year and also July last year; in volume of business these locations are also below last year and show a declining trend this year. Filling stations made dollar gains in July but were below July of last year; volume of business down gained in July over June but was below July 1948.

SMALL BUSINESS—The general trend of hearings and actions by an inactive Congress thus far has been adverse to small business firms. *Business Week* magazine may be able to repeat its summary of last year for 1949 also—that it was a tough year for small business.

TAXES—Congress seems definitely to have postponed all tax legislation over to next year—and now government spending is building up to dim the prospect of lower taxes next year. State of retail trade might compel repeal of wartime excises next year, however.

WAGES—A number of developments were taking place early in Sept., but full reports were not available for this review. A new set of official regulations was finally issued after a long wait, Congress passed a new law, and the issue of steel wages was also settled. The steel wage settlement apparently would hamper union demands for wages increases further under present conditions, and would stress pension and security plans instead.

LAST CALL
For Free Listings

in the 1950 SOURCE BOOK OF THE COIN MACHINE INDUSTRY. If you are a manufacturer, jobber or distributor you may have your firm listed without charge by requesting a questionnaire at once. Deadline is October 15th.

SOURCE BOOK
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Coin Meter Selling Gains

NEW YORK—*Retailing Daily* reports in almost every issue that the coin meter plan of selling refrigerators, and even TV sets, is making spectacular success with some stores in scattered cities over the nation. It also reports that some leaders in the retail field do not like the idea, say it is not a success.

The coin machine trade recognizes that such use of a coin device popularizes coin mechanisms, trains people in the habit of depositing coins in such devices. The new trend also is boosting business for the firms that make meters. Robco Corp. is one of the firms here that is ready to make what its officials say is a very simple coin meter for the use of retailers. Reports say that firms in Detroit and Chicago are also building up increasing sales of the meters.

Monthly Score on Tax Revenues Paid to U. S.

WASHINGTON—With the July report available, the federal government has collected the following monthly totals in excise taxes on coin machines during the current year, and also compared with last year:

	In 1949	In 1948
January	$315,588	$304,903
February	270,731	274,461
March	229,893	206,676
April	277,284	258,442
May	254,045	220,808
June	2,257,862	1,910,861
July	6,972,100	7,929,548

Will Close 51 Military Posts

WASHINGTON—The economy move of Congress will close at least 51 military posts over the country, posts which have been considered especially valuable locations for certain types of coin machines.

The closing of these posts will go ahead gradually over the year ahead. Of the 51 posts to be closed, 13 are Army, 18 are Air Force and 20 are Navy posts. Other posts will also be reduced. The final result will take one person in six of the total civilian force employed by the armed forces, also reductions in personnel of the reserve forces will result. The present program may set precedent for bigger reductions in armed forces and posts yet to come—unless war agitation should again be revived in Europe.

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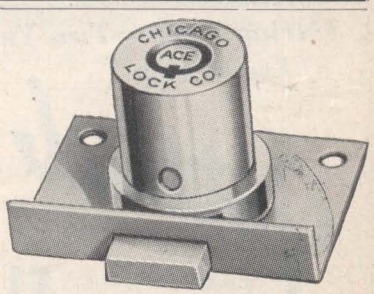

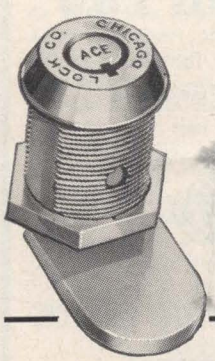

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Permanent Change May Have Happened To Some Types of Popular Locations

NEW YORK—A lot is being said these days about beer, liquor, and the taverns, cafes, restaurants and establishments where drinks are sold for on-premise consumption. The wet-dry issue and territory is also in the news at intervals, still checking on what happened in the elections last November.

Operators of music and other types of machines have shared in the general decline that has hit locations which depend chiefly on sales of drinks, and maybe these operators have wished there is something they could do to aid taverns and similar places to get on an upward trend again.

An authority in the liquor trade here recently, after surveying what may be the underlying causes of the general slump in the trade of eating and drinking places, suggested the following as about the only step that could be taken now:

"Many outlets could improve their business by raising the quality and size of their food and drinks and by pricing their meals and beverages at levels within more reasonable reach of the people in the neighborhood they serve."

Many an operator will wish the trade leader had also said that such locations provide good phonograph music and the diversions of shuffleboard and other amusement games.

In the regular reports on locations, which appear in THE REVIEW at intervals, most of them last year called attention to the general fact that business in taverns and eating places was down from previous years. Operators who had machines in such locations knew this already, of course, but the official reports helped to concentrate attention on trying to find the reason.

A liquor trade paper says reports from many sections of the country show that the continued slump in on-premise sales of alcoholic beverages has "reached alarming proportions." The paper continues to say there is no relief in sight for this year, and that decided changes in the national life and economy may prolong the slump for such locations. Such a report, of course, will be discouraging to many operators.

The reasons given for less trade in such locations is interesting. First, the high price of distilled spirits hurts business, and excise taxes help to keep such prices high. It is pointed out also that competition for the consumer's dollar is now greater than ever and luxuries are postponed for necessities.

It is also pointed out that marriages and the birthrate have increased and this cuts down the use of spirits and beer because new families must buy homes, furniture and many other things. Even television sets for the home cut down on traffic in locations because people who buy the sets will stay at home.

Some of these reasons may seem thin, but they come from an authority in the beverage trade who should know much about the real conditions that affect taverns, eating and drinking places. Actually, official reports show that sales of beer and liquor have shifted decidedly to package sales for home use. Total sales of beer for the nation have not shown any slump but have shifted to take-home sales.

Trade authorities say there has been a real increase in the number of establishments serving drinks in recent years, and yet the total business does not climb in proportion. The downward trend in business, it is said, increases the violation of legal regulations and also leads to unfair trade practices.

Financial circles report on the brewing industry that the big breweries are finding business on the increase, while the small breweries are finding conditions to be getting gradually worse. It is the small breweries that major in draught beer and, if their business is bad, the conclusion is that taverns are affected by this trend. The big firms major on beer for take-home use and such sales are increasing enough to hold total beer consumption for the nation at pretty much the same level in recent years.

Packaged beer accounted for 20 per cent of total sales in 1935, but was up to about 70 per cent in 1948 and is expected to account for 80 per cent this year. Beer, of course, competes with distilled spirits and wine, but the beer industry is beginning to talk more and more about the competition of soft drinks.

A recent survey of the beer trade, made by a big research agency, produced the conclusion that since 1930 beer has met increasing competition with the beverages in the soft drink field.

Another angle that must be considered along with the reports on beer consumption remaining static, distilled spirits declining, etc., is the fact that population is showing big increases, enough to boost consumption in some lines considerably. Hence, consumption of beer and liquor does not seem to be making gains in keeping with population increases. In fact, per capita use of liquor seems to be declining.

As to the extent of wet and dry territory, 81 per cent of the population is now said to live in areas where distilled spirits can be sold; 18 per cent live in territory where only package sales are permitted. Seventeen states permit the sale of distilled spirits all over, while 29 states have some wet and some dry areas. Kansas recently changed to the wet side, leaving two states still on the dry side.

At the beginning of the year there were 2,111 counties in the nation that permit the sale of distilled spirits and 959 counties that ban such sales. Local option elections in the first four months of the year showed a small majority of such elections going over to the wet side.

It has been discovered that in all but two of the states which have some wet and some dry areas, the dry counties share in the state revenue from liquor just as the wet counties do. So, it is being pointed out now that all revenues from beer and liquor should go only to those areas that permit its legal sale.

Keeney Offers Automatic Shuffle Scoring Device

CHICAGO—John Conroe, vice-president of J. H. Keeney & Co., says the automatic frame scoring device on its new shuffleboard scoring board, *Model 4*, is attracting much attention. It automatically jumps to the next frame in a few seconds after the points have been registered, instead of depending on the players pressing a button to advance to the next frame.

The automatic feature can also be adjusted to increase or decrease the number of required frames, Conroe said, to take care of singles matches or doubles. The automatic device may be had as an accessory with Keeney's *Model 3* scoreboard, the automatic unit being 2 feet by 4 inches in size. The *Model 4* can be used for other games played on shuffleboard tables. The firm also emphasizes the ease with which its scoreboards can be installed.

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WASHINGTON D. C.

Economic Outlook

After several months of declines, various economic indicators had taken an encouraging upward move by early September. One good sign was in employment figures for August. Non-farm employment climbed 1,368,000—overbalancing the customary late summer drop in agriculture jobs. Total number in the working force in August was 59,947,000, an increase of a couple hundred thousand over July. The number of jobless dropped from 4,095,000 in July to 3,689,000 in August. Prospects of strikes in a number of major industries by late fall led Government economists to predict that unemployment figures will be rising again by that time. However, it is not expected that jobless figures will reach the 5,000,000 mark which is considered the danger point.

Dr. Edwin Nourse, chairman of the President's Economic Advisors, recently stated that the general business psychology is "encouraging" and that the country got by "the unfortunate prospects of last spring without letting the situation get out of hand." Commerce Secretary Charles Sawyer, after a swing around the industrial sections of the country, said that despite slumps in many areas, "I found only optimism among business leaders."

Final statistics from the Bureau of Internal Revenue showed that receipts from the coin machine tax for the 1949 fiscal year topped 1948 by nearly two million dollars. Total take was $21,087,534 as compared with $19,270,941 for the year ending June 30, 1948. The coin excise was one of the few in the excise category to show a year to year increase, with over-all excise collections showing a decline of more than a billion dollars from the 1948 fiscal year.

State Breakdown

Along with final dollar totals, the Bureau recently issued its break-down of coin machine tax stamp sales. Because of the mechanics of collecting data from various field offices, figures given by the Bureau apply only to the number of premises in a given state containing coin machines and not to the total number of machines. In other words, locations are given, but not the number of devices in a location. Nationally, the Bureau reported that there were 403,804 locations having one or more amusement devices subject to the $10 bite, while 69,786 locations had one or more machines subject to the $100 gaming machine levy.

Leading states with amusement machine locations were Pennsylvania, 30,780; New York, 29,187; California, 28,890; Illinois, 26,947; Ohio, 25,478; Texas, 22,937; Missouri, 16,072; Wisconsin, 14,701; New Jersey, 13,226; and Massachusetts, 13,973.

In numbers of locations with gaming machines, the following states were out in front: Illinois, 6,961; Washington, 6,939; Texas, 5,919; California, 5,042; Louisiana, 4,824; Ohio, 4,160; Iowa, 3,690; Pennsylvania, 3,612; Oregon, 3,398; and Maryland, 2,849. With but 1,534 gaming locations, the vaunted state of Nevada failed to break into the top ten.

Treasury Department's fiscal year report contained an item of interest to the Industry. Total amount of nickels and pennies in circulation during the year ending June 30, 1949 was $355,000,000 as compared with $346,000,000 during the 1948 fiscal year. Circulation in this category has been on a steady increase over the last decade. In 1939, circulation of nickels and pennies totaled only $192,000,000. Part of the increased demand over the last ten years for small coins is attributed by Treasury Department to sales taxes and the popularity of odd prices such as the $1.98 bargains. However, Treasury gives the Coin Machine Industry with its famous nickel standard most of the credit for increasing the demand for 5-cent pieces.

Agriculture Department predicts that sales of cigars and cigarettes will remain at near-record levels during the current fiscal year. Cigarettes are expected to approach 390,000,000,000 in sales for the year ending June 30, 1950, while cigar sales are expected to be in the neighborhood of 5,600,000,000.

Prospects for ice cream sales are not so good. The agency's prediction for per capita sales in calendar 1949 is 16 pounds, as compared with a pound higher last year, and the all-time record of 22.5 pounds set in 1946. Only 49% of all families buy ice cream during a given week, Agriculture says. Purchases of ice cream vary with family income, with those earning more than $3,000 a year buying twice as much as those earning less than that sum.

Total 1948 advertising budget for soft drinks was about $77,000,000, according to an estimate made recently by the American Bottlers of Carbonated Beverages. The estimate was based on actual ad expenditures of $38,694,250 by bottlers and the assumption by the trade group that franchise firms spent an equivalent amount.

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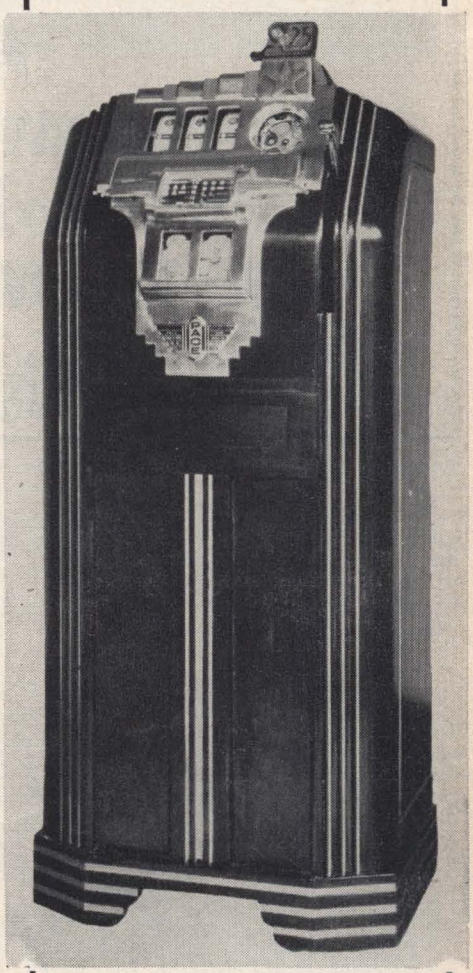
This is not sales talk, but a fact—since the law provides that no private insurance company plan complies with the law unless it gives *better protection* than the state *at the same* cost.

The Association and Group Insurance Bureau will gladly assist you to make the change over *without* charge by telephoning them or dropping them a note at

ZEIGLER INS. AGENCY, Inc.

541 South Spring Street
Los Angeles, Calif.
Michigan 0961
ALL INSURANCE and BOND LINES

Pace Deluxe Royal Console



Designed for your top locations—finest walnut cabinet — chrome trim — standard PACE mechanism — all coin plays — 5c-10c-25c-50c-$1.00. Any combination — Mys-3-5 — One Cherry 2-5 or Criss Cross 2-5—Club Reels.

Same Pace mechanism as used in all the leading Reno Clubs—proven by test. Write for new low prices.

Pace Mfg. Co., Inc.

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CHICAGO 16, ILLINOIS

Amazing Money Saver For Music Operators!

NOW YOU CAN USE SEEBURG SELECT-O-MATIC 100'S WITHOUT REPLACING YOUR PRESENT 30-WIRE INSTALLATIONS

WITH THE NEW

Hawley Adapter

Plays the best sides of the first 24 records . . . No soldering required; clamps on to solenoid assembly . . . Can be installed or removed in one minute.

$39.95 EACH

TERMS: ONE-THIRD CASH WITH ORDER, BALANCE C.O.D.

J. R. HAWLEY DISTRIBUTING CO.

2845 W. Pico Blvd. Phone: RE. 3-4409 Los Angeles 6, Calif.

Specializing in Sales of Established Coin Machine Routes and Distributing New and Used Amusement Games, Juke Boxes, Shuffleboards, Cigarette Machines, Arcade Equipment.

FEATURING THE LATEST IN NEW PIN GAMES

Estimated sales last year were 1,018,270,000 cases.

The decline in the use of peanuts for candy and confectionary continued during the 1948-49 season, according to a survey by the Department of Agriculture. Peanut use in candy totaled 439,977,000 pounds as compared with 453,478,000 pounds during the 1947-48 season.

Export Picture

Automatic phonos continue to head the export list of coin machines, according to latest data from the Census Bureau. During May, 191 phonos worth $93,348 were exported. Amusement devices exported totaled 237, but value was only $25,472. Exports of vending machines amounted to $23,364 for 174 machines. For total number of coin machines bought from U. S. buyers, Cuba was out in front with 176. Value of Cuban purchases, however, was only $14,860. Dollar-wise, Venezuela was ahead with $55,992 spent for 115 machines. The dollar quota recently set up in the Philippines held that nation to 13 machines with a value of $3,320. Prospects are that the Philippine situation will deteriorate further, since its government is contemplating piling on more import restrictions on non-essential merchandise.

The June report on exports of machines, issued more recently, shows Venezuela leading with a total of 81 machines, 64 of which were phonographs and 17 were amusement machines. Cuba followed second with a total of 74 machines, 43 of which were phonographs and 31 were vendors. Japan appeared on the June list for third place with a total of 73 machines, of which 33 were vendors, 30 were amusement machines and 10 were phonos. Mexico dropped to 29 machines, about evenly divided between phonos and games.

And Canada appears on the list with a total of 30 machines, although imports of such machines into Canada are still under the ban; 26 of the total were reported as amusement machines.

Hercules Leads West In Shuffleboards

LOS ANGELES—"Now that the fly-by-nighters and get-rich-quick boys have left the shuffleboard business, it has become stabilized and the firms manufacturing a quality product are enjoying a good volume of business."

So stated J. F. Bergstedt, head of Hercules Shuffleboard Co., who claims to have become the leading West Coast manufacturer and supplier.

Bergstedt was the father of the masonite top board and was instrumental in its becoming universally accepted. "The masonite board has stood the test," he said. "Of the hundreds of boards we've sold with the famous *Hercules* masonite top, not one has ever been returned because of warpage. This is indeed a record of which we are proud."

In addition to carrying a complete line of shuffleboards in all sizes, Hercules is handling electric scoreboards, masonite playfields, wax, weights, score sheets, and shufflebowing sets.

THE MIGHTY SENSATIONAL NEW COUNTER GAME . . .

ATOM

10c PLAY

Small as a Mite Profits Big as a Giant!

Cigarette Sales Booster. Line up 3 of a kind, win a carton of cigarettes. The best money-maker you've ever had. Don't take our word for it — try it yourself.

- **Available in 1c or combination 1-5.**
- **Cigarette or Fruit Reels. Weight: 6 lbs.**
- **Size: 5½"x5½"x6".**

WRITE FOR PRICES

Groetchen Tool & Mfg. Co.

126 N. Union Ave.
CHICAGO 6, ILL.
Phone: RAndolph 6-2807

LAST CALL
For Free Listings

in the 1950 SOURCE BOOK OF THE COIN MACHINE INDUSTRY. If you are a manufacturer, jobber or distributor you may have your firm listed without charge by requesting a questionnaire at once. Deadline is October 15th.

SOURCE BOOK
1115 Venice Blvd., Los Angeles 15, Calif.

AUTOMATIC MUSIC

New Type Rental Music To Compete With Wired Music

CHICAGO—A new type of rental music service has now reached a stage so that business papers are giving national publicity to it. The new service broadcasts music over Station WJJD, using FM channel, to small stores, beauty parlors, offices, etc. Service is said to be competitive to Muzak, a rental service that has competed with automatic phonographs for high type locations.

The Seeburg 100-record phonograph, coin television, and other new developments are said to have offered operators new means to compete with the wired music services. Now, a radio service enters the field.

The radio station broadcasts recorded music and has a strong selling talk in the FM quality and rates are said to be one-third to one-half that of wired music rates. A small office can get a music service for as little as $13 per month, while a plant employing 300 to 400 people gets a rate of $60 a month; minimum Muzak rate is said to be $47.50 per month for even the smallest location.

Business Week reports that the music idea is likely to spread, Topeka, Kansas probably having had the first station to offer such music for locations.

LAST CALL
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in the 1950 SOURCE BOOK OF THE COIN MACHINE INDUSTRY. If you are a manufacturer, jobber or distributor you may have your firm listed without charge by requesting a questionnaire at once. Deadline is October 15th.

SOURCE BOOK
1115 Venice Blvd., Los Angeles 15, Calif.

Seeburg Announces "No New Model" Policy For 1950

CHICAGO—Reflecting its confidence and faith in the future of the automatic music business, J. P. Seeburg Corp., manufacturers of the famous *Select-O-Matic 100* music system, has announced its policy to the trade, embracing the following all-important points:

1. Elimination of yearly models in the coin-operated phonograph business.
2. Model *M100A* will not be changed in 1950.
3. The same policy will prevail with the 100 selection *Wall-O-Matic* Model *3W1*, and the various speaker assemblies which are now available and identified as Seeburg Scientific Sound Distribution.
4. The policy of keeping factory production schedules slightly under the actual sale of equipment in the field will be continued. Also, Seeburg will produce slightly less than what they are selling and will keep this control on a 30-day basis. This will assure the trade that there will not be excessive Seeburg production which operators will have to absorb beyond their normal operating activities.
5. If and when the 45 r.p.m. record becomes a factor to music operators, Seeburg will replace the present 78 r.p.m. *Select-O-Matic 100* mechanism at a nominal cost to the operator. The 78 r.p.m. is simply unbolted and removed from the present *M100A* cabinet, and the 45 r.p.m. *Select-O-Matic 100* mechanism installed. The entire change will require less than five minutes and the operator's investment will be protected, not jeopardized.

The Seeburg Corp. believes that the basic advantages of the *Select-O-Matic 100* are such that for the first time in the Industry they find themselves in a position to do a constructive music selling job to the public, and as a result, the necessity for cabinet changes and miscellaneous non-productive features becomes of less

Phonos On Buses

Up in Winnipeg, Canada, the Beaver Bus Lines has installed mobile automatic phonos on its buses. Speakers are scattered so that each provides music which can be heard for two seats only. Phono unit is wire recorder loaded with 24 selections which are hawked at two tunes for five cents. Driver re-winds wire on phono after 24 tunes are played. Set-up is the invention of a Winnipeger who has applied for patents.

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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LEE SPEAR
Vice President
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Secretary
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BILL MALICK
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Organized to Protect the Automatic Phonograph Industry

This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *State President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

importance to all factors in the Industry.

It is the firm conviction of the corporation that new equipment should be placed by operators on good income locations and not forced on low income locations, and that only after the new equipment is paid out and the operator has had a reasonable length of time to enjoy consistent revenue from his top locations should the operator find it necessary to make replacements with a new model. In conjunction with this, Seeburg believes that a contract for at least 12 to 24 months' duration and on a more favorable basis for the operator should be negotiated with the location in order that the operator may realize a healthier return from his investment.

Based upon field reports from thousands of installations throughout the country and from the export field, Seeburg has discovered that the *Select-O-Matic* music system is the most economical for the operator, and that when it is properly programmed, has greater earning potential than any other music system ever developed.

The famous *Select-O-Matic 100* took form in 1939, and during the next ten years all the research and engineering facilities of the company were concentrated on the development and perfection of the *Select-O-Matic* principle of playing records. Before introducing the *Select-O-Matic* principle to the Automatic Music Industry, Seeburg proved its soundness in the industrial and commercial field where a mechanism is forced to run continuously for providing a constant musical background, or where it is subjected to time clock control for full automatic operation.

During the entire year of 1948 the *Select-O-Matic* mechanism was withheld from the coin-operated phonograph field until Seeburg was thoroughly convinced that its application could be made without using operators as guinea pigs and asking them to bear excessive costs through the experimental and testing period. This obligation was assumed by Seeburg distributors and the Seeburg factory. The distributors made the commercial installations and serviced them with their own organizations, supported by Seeburg's entire field service engineering staff.

As a result, for the first time in the history of coin-operated music, a mechanism was introduced that had been tried, tested and proved in industrial and commercial installations throughout the United States before a single piece of coin-operated equipment went to the music trade.

Throughout the past years, Seeburg has carved an enviable niche in the music industry because of its constructive sales policy and the many outstanding developments in behalf of the Industry, and the company's present and future policy is to continue to exert a constructive merchandising force which will lead operators out of the wilderness of confusion brought about from a period of overproduction and unsound promotional sales tactics into a period of sound and profitable operation.

Calif. Music Assn. Adopts Program To Use VD Platter

SAN FRANCISCO—Music operators in California, through the California Music Operators Assn., have launched the biggest public relations program in the history of the organization. George A. Miller, president of the group, announced that members of the executive board recently met with representatives of the United States Public Health Service and the California State Dept. of Public Health and the program was outlined and adopted.

At the conference, those present listened to the Tom Glazer recording of *That Ignorant, Ignorant Cowboy*. This is a new VD platter which tells a good, dramatic story about syphilis, and above all, a catchy song which will take hold, Miller stated.

The record is to be released by Mercury and the Calif. group has moved to place it on every phonograph throughout the state. Officials of the federal and state health boards expressed great interest and hearty approval of the action of the music group, and said that it would do an untold amount of good in reaching many people with an educational message that could not be done in any other way. They said the idea of enlisting the automatic phonograph in this cause was indeed something to consider as very encouraging in furthering the work of health boards. They complimented the music group very highly for undertaking this program.

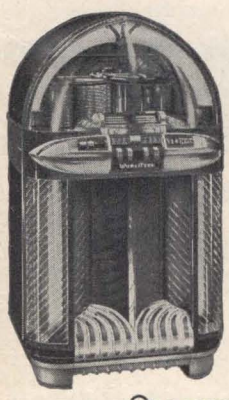
Miller said that the executive board of the California music association heard the record, liked its purpose, and fully endorse it for use in all machines. He added: "I feel that this platter is good entertainment, and at the same time, it is an outstanding piece of public information on syphilis, a disease about which it is high time we all knew more. I believe that putting these records in the music boxes will be doing a fine public service."

He said that California would be the first state to have these records and that music operators in the state would be the first to plan for a general program, and they would be leading the parade in a great undertaking.

Miller also introduced the idea at the executive board meeting of the Music Operators of America, which met in Chicago, Sept. 12. Miller is chairman of the board of this important group and said the VD record would form the basis of a public relations program for all the automatic phonographs in America.

"I am going to make a personal appeal to every music operator in America to support the program 100 per cent," Miller said. "All state health departments throughout the nation, in cooperation with the U. S. Public Health Service, have for some years been waging a fight against syphilis. This is the first opportunity that the music operators of the country have had to help so great a public service."

The Music Operators of America is planning a national convention for the automatic music industry, to be held in Chicago, and many plans are being developed to advance the public relations cause for phonograph music. The VD record plan will be one of the programs which the music trade can support in its general objective of building public good will.



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For Wurlitzer Authorized Parts and Service — It's Southland.

Our complete inventory will fill your every need.
Our organization is at your service.

Southland Distributing Co.

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PHONE: YOrk 5278

—Exclusive WURLITZER Distributors—

Evans Appoints New "Constellation" Distrib

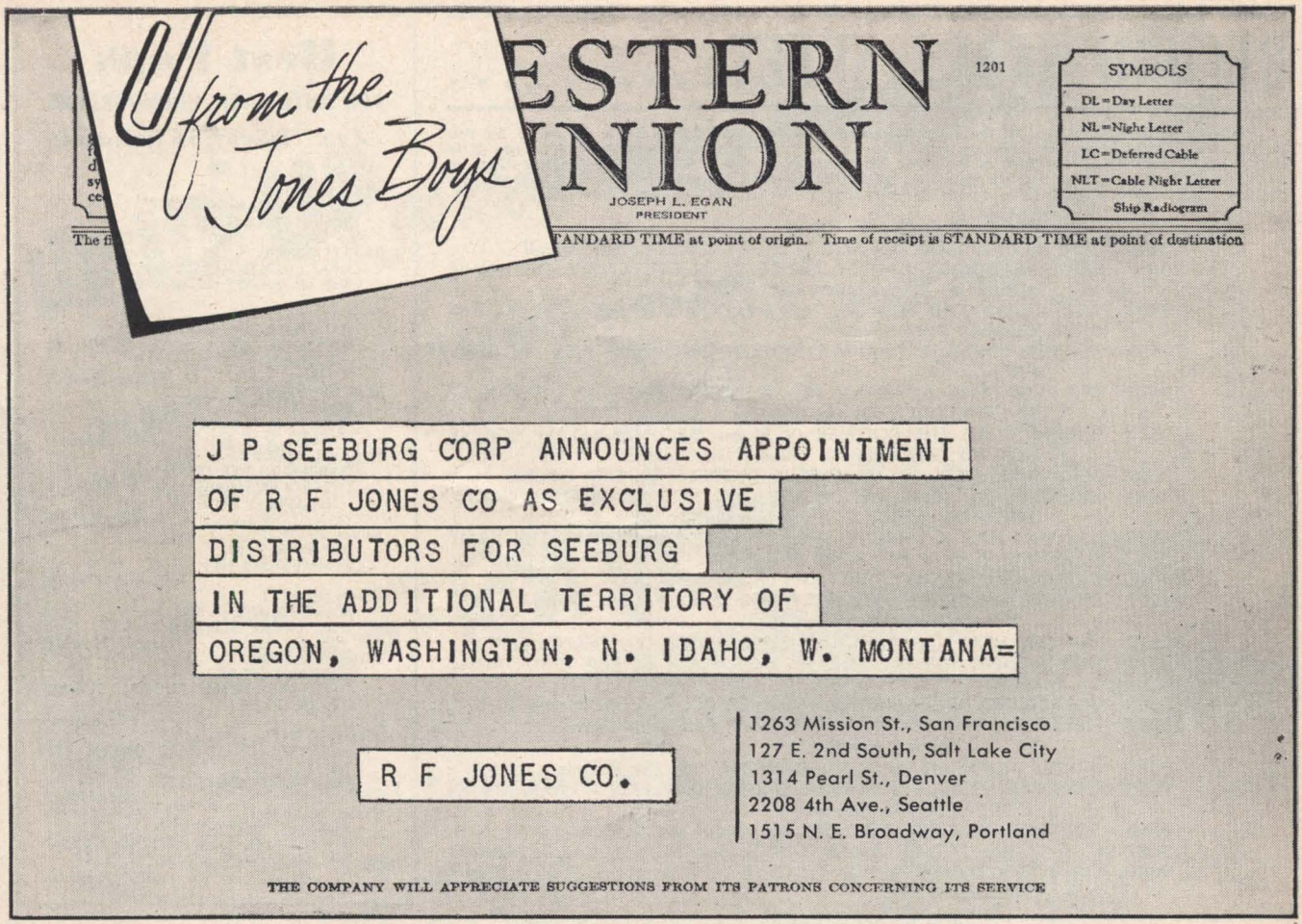
CHICAGO—Lester Rieck of H. C. Evans and Co. has announced the appointment of Golden Gate Novelty Co. as exclusive distributors for the Evans *Constellation* phonograph in the State of California.

The 20-record, 40-selection *Constellation* is on display at Golden Gate's two offices in San Francisco and Oakland. Both branches are fully equipped for servicing, and will carry a complete stock of parts.

RCA Victor Has New Speaker

NEW YORK—The RCA Victor Division is introducing a new speaker which is "capable of giving high quality reproduction at high power levels," according to officials of the firm.

It is a new duo-cone speaker, of the permanent magnet type, said to provide high sensitivity and is capable of handling 25 watts input. The new unit is described as low in cost, and designed for initial equipment or replacement use in high quality radio and television receivers, and "sound reproducing systems."


from the Jones Boys
ESTERN
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DL = Day Letter
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JOSEPH L. EGAN
PRESIDENT
TANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination
J P SEEBURG CORP ANNOUNCES APPOINTMENT
OF R F JONES CO AS EXCLUSIVE
DISTRIBUTORS FOR SEEBURG
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R F JONES CO.
1263 Mission St., San Francisco
127 E. 2nd South, Salt Lake City
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2208 4th Ave., Seattle
1515 N. E. Broadway, Portland
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

AMI Announces Southern Automatic As New Distrib

CHICAGO—L. C. (Lindy) Force, sales manager of AMI, Inc., said that September sales started off at a good level for the firm, and officials consider the outlook as very encouraging.

He said the coming of the Southern Automatic Music Co. under the AMI banner was big trade news and indicated the growing demand for the firm's products. Leo Weinberger, who makes headquarters at the Louisville office of Southern Automatic, expressed great pride in having the AMI machines to sell. The Southern Automatic firm was enlisted by Jack Mitnick, who is sales representative for the manufacturer in eastern territory.

Southern Automatic has distributing offices in Louisville, Cincinnati (headed by Joe Weinberger), Indianapolis (headed by Sam Weinberger), and in Lexington, Ky., Fort Wayne, Ind., and Dayton, O.

CMI Show Plans Well Made for Next Summer

CHICAGO—In its first fall release on 1950 convention plans, officials of Coin Machine Institute said "the Coin Machine Show in 1950 promises to be the biggest in history," based on advance inquiries being received at CMI headquarters here.

The date for the convention has been definitely announced for June 26-28, 1950 and will be held at the Stevens Hotel, using the gigantic exhibition hall of the hotel for displays. The announcement says that the summer show date was chosen in preference to the customary winter show date, following a vote of nearly 10 to 1 in a survey of operators, distributors and members of the trade over the nation.

The summer date is also considered as offering trade members the chance to take advantage of summer vacation opportunities while attending the convention. Chicago vacation advantages will be offered, or convention attendants can bring their families along and go on to other vacation lands after the meeting is over.

The association plans endless events and activities for operators, including lake cruises, blocks of seats reserved for major league baseball games, sight-seeing buses on hand at all times, and other entertainment treats. The show committee is considering a fashion show and shopping services for the ladies, it is reported.

John E. Pickering, public relations director of CMI, said, "Advance inquiries indicate that show space, in spite of the fact that the Stevens has the largest exhibition space in Chicago, will be sold out long in advance and many new coin devices will be shown for the first time.

"CMI members will receive first preference in assignment of space, as has been the custom, and then the limited space left will be sold to applicants in order of receipt of applications. The date of release of contracts will be announced later.

"The 1950 show will be restricted to legitimate coin-operated amusement games, service and vending machines, automatic phonographs, and other legitimate coin-operated devices, as well as providing limited space for suppliers."

"Here comes a friend of mine—he's a human dynamo."

"Really?"

"Yes, everything he has on is charged."

SPECIAL!

Used

PACKARD PLA-MOR BOXES

$17.50

PAUL A. LAYMON, Inc.

1429-31 W. PICO BLVD.

LOS ANGELES 15, CAL.

RECORD SCORE SHEET.....

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

M-G-M

*_____ 10519 YOU'VE CHANGED (V); AND IT STILL GOES (V), *Bill Farrell*
_____ 10517 OODY KADOODY KADIDY KADEE (V N FT); STORY OF ANNIE LAURIE (V FT), *Art Mooney*
*_____ 10509 THAT LUCKY OLD SUN (V); THE MEADOWS OF HEAVEN (V), *Bob Houston*
_____ 10521 JEALOUS HEART (V FT); I'M THROUGH THROWING RICE (V), *Derry Falligant*
*_____ 10511 IF I EVER LOVE AGAIN (V FT); WEDDING BELLS WILL SOON BE RINGING (V FT), *George Paxton*
_____ 10514 RUMOR 'BOUT THE ROOMER (V Blues); BROTHER-IN-LAW YOU'VE GOT TO GO (V Blues), *"Peach Tree" Logan*
*_____ 10501 BODY AND SOUL (V); IF LOVE IS TROUBLE (V), *Billy Eckstine*
_____ 10510 BLUEBIRD ON YOUR WINDOWSILL (FT VC); BE GOODY, GOOD, GOOD TO ME (FT VC), *Johnny Bond*
_____ 10505 I WISH I HAD A DIME (V FT); I'VE KEPT EVERYTHING THE SAME FOR YOU (V FT), *Beale Street Boys*
_____ 10508 KATRINA (V FT); MY STREET (V FT), *Art Lund*
*_____ 10502 SHALLY-GO-SHEE (FT VC); ALT WIEN (Inst.), *Frankie Masters*

M-G-M FOLK

_____ 10513 HUNGRY HEART (V); I WOULD SEND ROSES (V), *Slim Carter*
_____ 10516 DON'T LOOK FOR TROUBLE (V); MOUNTAIN BE BOP (Inst.), *Arthur Smith*
_____ 10503 WHIRLWIND (V); BEAUTIFUL DREAMER (V), *F. X. McDonald*
_____ 10507 FIRST LOVE (V); WRONG NUMBER (V), *Red River Dave*

NATIONAL

_____ 9089 IF YOU DIDN'T MEAN IT (V); SOMEDAY (V), *The Ravens*
*_____ 9085 CARELESS LOVE (V FT); THERE'S NOTHING LIKE A WOMAN IN LOVE (V FT), *The Ravens*
*_____ 9086 SOLITUDE (V); I DO, DO YOU? (V), *Great Mr. B. (Eckstine)*
_____ 9087 F. Y. I. (Bop FT VC); AM-PM SONG (Bop FT VC), *Charlie Ventura*
_____ 9088 OO BOB ALOO BO (V FT); IF I GIVE YOU MY LOVE (V FT), *Singin' Fats Thomas*

RCA VICTOR

_____ 20-3521 I WISH I HAD A RECORD (V FT); GIVE ME YOUR HAND (V), *Perry Como*
*_____ 20-3523 DRY BONES (FT); SUMMERTIME (FT), *Tommy Dorsey*
_____ 20-3524 IS IT TRUE WHAT THEY SAY ABOUT DIXIE (V FT); SILAS LEE (V FT), *Phil Harris*
_____ 20-3526 IN THE MIDDLE OF THE NIGHT (FT VC); AWFUL NATURAL (FT), *Lucky Millinder*
_____ 20-3529 LINGERING DOWN THE LANE (V FT); MEXICAN HOT FOOT (Inst.), *Irving Fields Trio*
*_____ 20-3531 MAKE BELIEVE (V FT); THAT LUCKY OLD SUN (V FT), *Vaughn Monroe*
*_____ 20-3533 SLEEPY HOLLOW (V FT); CHEAP CIGARS (V N FT), *Pied Pipers*
_____ 20-3534 YOU, WONDERFUL YOU (V); DON'T! STOP! (V), *Rose Murphy*
_____ 20-3535 THURSDAY WOULD HAVE BEEN A YEAR (V FT); GIVE ME YOUR TIRED, YOUR POOR (V), *Tony Martin*
*_____ 20-3536 SOFT LIPS (FT VC); GIVE ME SOME SUGAR, SUGAR BABY (FT VC), *Three Suns*
*_____ 25-1131 WAYSIDE POLKA (Inst.); STARLIGHT WALTZ (VC), *Johnny Vadnal & Orch.*
_____ 25-1132 I LOVE AN OLD-FASHIONED POLKA (Polka VC); VAGABOND WALTZ (VC), *Lawrence Duchow*
*_____ 20-3475 HOLLYWOOD SQUARE DANCE (FT VC); BELMONT BOOGIE (FT), *Sammy Kaye*

Best Pops

FOR AUTOMATIC PHONOGRAPHS

Aug. 15-Sept. 15 Releases

●

M-G-M 10519
YOU'VE CHANGED (V)
AND IT STILL GOES (V)
Bill Farrell

M-G-M 10509
THAT LUCKY OLD SUN (V)
THE MEADOWS OF HEAVEN (V)
Bob Houston

M-G-M 10511
IF I EVER LOVE AGAIN (V FT)
WEDDING BELLS WILL SOON BE RINGING (V FT)
George Paxton

M-G-M 10501
BODY AND SOUL (V)
IF LOVE IS TROUBLE (V)
Billy Eckstine

National 9085
CARELESS LOVE (V FT)
THERE'S NOTHING LIKE A WOMAN IN LOVE (V FT)
The Ravens

Victor 20-3523
DRY BONES (FT)
SUMMERTIME (FT)
Tommy Dorsey

Victor 20-3531
MAKE BELIEVE (V FT)
THAT LUCKY OLD SUN (V FT)
Vaughn Monroe

Victor 20-3536
SOFT LIPS (FT VC)
GIVE ME SOME SUGAR, SUGAR BABY (FT VC)
Three Suns

Victor 20-3475
HOLLYWOOD SQUARE DANCE (FT VC)
BELMONT BOOGIE (FT)
Sammy Kaye

Victor 20-3539
JEALOUS HEART (V FT)
IF YOU EVER FALL IN LOVE AGAIN (V FT)
Bill Lawrence

Best Folk

FOR AUTOMATIC PHONOGRAPHS

Aug. 15-Sept. 15 Releases

●

M-G-M 10503
BEAUTIFUL DREAMER (V)
WHIRLWIND (V)
F. X. McDonald

Victor 21-0095
I'M SO LOW (V)
I HEARD THE ANGELS WEEP (V)
Texas Jim Robertson

Victor 21-0098
THE BAR-NONE RANCH (V)
LIE LOW LITTLE DOGGIES (V)
Sons of the Pioneers

Victor 21-0103
WHEN I COMB MY HANDS THRU THE SANDS OF TEXAS (V)
BIG AND BASHFUL (V)
Ernie Benedict

IMPORTANT NOTICE

Any Record Listed, Reviewed, Or Advertised In This Or Any Other Trade Publication Is Available At

LEUENHAGEN'S ONE-STOP SERVICE

1813 W. Pico Blvd. **DRexel 1345** **Los Angeles 6, Calif.**

SAVE TIME! SAVE MONEY! GET ALL THE HITS AT ONE LOCATION!

UP, UP, UP go these money-making three!

PERRY COMO
GIVE ME YOUR HAND
and I Wish I Had a Record
RCA Victor 20-3521

VAUGHN MONROE
SOMEDAY
and And It Still Goes
RCA Victor 20-3510

SPIKE JONES
DANCE OF THE HOURS
and None But the Lonely Heart
RCA Victor 20-3516

The stars who make the hits are on **RCA Victor Records**

MORE PLAY FOR YOUR DOLLAR on this famous "star-maker" label!

HITS FROM "South Pacific"

Al Goodman and famous voices:

A Cock-Eyed Optimist This Nearly Was Mine	31-0001
Some Enchanted Evening Younger Than Springtime	31-0002
There Is Nothin' Like A Dame A Wonderful Guy	31-0003
Bali Ha'i I'm Gonna Wash That Man (Right Out-a My Hair)	31-0004

HITS FROM "Miss Liberty"

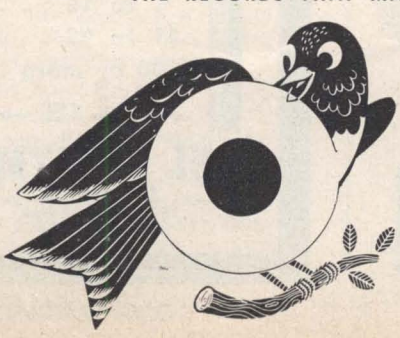
Al Goodman and famous voices:

Little Fish In A Big Pond Give Me Your Tired, Your Poor	31-0005
Let's Take An Old-Fashioned Walk You Can Have Him	31-0006
Homework (Just One Way To Say) I Love You	31-0007
Paris Wakes Up And Smiles Only For Americans!	31-0008

Hit Singles

You're Breaking My Heart You're So Understanding	Ralph Flanagan and his Orchestra Vocal refrain Harry Prime	30-0001
It All Depends On You The Wedding of Lili Marlene	Ralph Flanagan and his Orchestra Vocal refrain Harry Prime	30-0002
Hop-Scotch Polka The Story of Annie Laurie	Ella Logan with Orchestral Accompaniment	30-0003
Ol' Joe Louis Your Voice	Cab Calloway and his Cab Drivers	30-0004
"Hello, Hello!" Golden Slippers	Main Street String Band Vocal refrain by the band	30-0005
Mind Your Own Business Why Don't You Haul Off and Love Me	Jesse Rogers and his '49ers	33-0001
Let's Take An Old-Fashioned Walk (Just One Way To Say) I Love You	Johnny Bradford	31-0010
Who Do You Know In Heaven Room Full of Roses	Jack Searle	31-0012
Twenty Four Hours of Sunshine Now! Now! Now! (Is The Time)	The Tattlers	31-0011
Some Enchanted Evening You Can Have Him	Eve Young	31-0009
Hadacol Boogie Country Boy	Jesse Rogers	32-0001
Wedding Bells Tennessee Polka	Jesse Rogers	32-0002
Trouble Blues Little Girl Don't Cry	Freddie Hamilton John Boy Wilson	35-0001

"THE RECORDS THAT MAKE THE STARS"



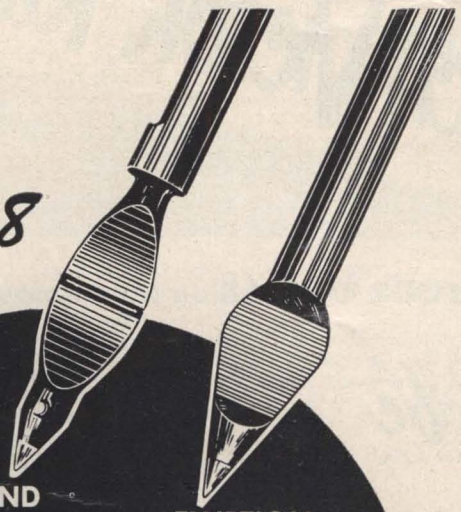
Bluebird Records

made by RCA Victor

DIVISION OF RADIO CORPORATION OF AMERICA, CAMDEN, N. J.

_____	20-3527	KATRINA (FT VC); ICHABOD (FT VC), *Tex Beneke*
*_____	20-3528	THE MERRILY SONG (FT VC); THE HEADLESS HORSEMAN (FT VC), *Tex Beneke*
*_____	20-3539	JEALOUS HEART (V FT); IF YOU EVER FALL IN LOVE AGAIN (V FT), *Bill Lawrence*
_____	20-3540	MY OWN, MY ONLY, MY ALL (V FT); LOVE IS SUCH A CHEAT (V FT), *Freddy Martin*
		VICTOR FOLK
*_____	21-0095	I'M SO LOW (V); I HEARD THE ANGELS WEEP (V), *Texas Jim Robertson*
_____	21-0096	THE WARM RED WINE (V); THE QUEEN OF MY HEART IS IN HEAVEN (V), *Shorty Long*
_____	21-0097	JUST ONE MORE WALTZ (V); THE FATAL WEDDING (V), *Jones Sisters*
*_____	21-0098	THE BAR-NONE RANCH (V); LIE LOW LITTLE DOGGIES (V), *Sons of Pioneers*
_____	21-0099	TENNESSEE BABY (V), OLD DOC BROWN (Monolog), *Dude Martin*
_____	21-0101	MY FILIPINO ROSE (V); THE LAW OF LOVE (V), *Hank Snow*
*_____	21-0103	WHEN I COMB MY HANDS THRU THE SANDS OF TEXAS (V); BIG AND BASHFUL (V), *Ernie Benedict*
_____	21-0104	I WISH I KNEW (V); I WOULD SEND YOU ROSES (V), *Dolph Hewitt*
_____	21-0105	NOTHIN' WON'T CURE THE BLUES (V); I GOT MINE (V), *Johnny Tyler*
_____	21-0106	JUST WHEN I NEEDED YOU (V); BURIED ALIVE (V), *Johnnie and Jack*

the same low price since 1938



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Third Preview Party Is Terrific Show

LOS ANGELES—Bill Leuenhagen and Mary Solle's third record preview party held at Rodger Young Auditorium on September 22 before a packed house of over 200 was the most successful to date.

Disc Jockey Johnny Grant m.c.'d a scintillating, well-paced show, with live talent and pre-release tunes skillfully programmed.

Ruth Wallis, Ralph Flanagan, Brother Bones, Larry Neill, Amos Milburn, Scat Man Crothers, Ralph Ford and Evelyn Knight performed brilliantly before the mike while a score of new ditties were spun from the Rock-Ola *Magic-Glo* phonograph. Door prizes, consisting of two deluxe electric broilers were won by Operators W. R. Hunt and D. A. Swartz; refreshments were served; and dancing ended an enjoyable evening.

According to THE REVIEW's record reviewer, the following tunes augur well to leap into Hitdom: *You're Breaking My Heart* (Ralph Flanagan, *Victor*), and *Mama* recorded by Four Hits and a Miss on Ben Pollack's *Lynda* label. Right behind the toppers came *Makin' Love Ukelele Style* (Russ Morgan, *Decca*), *Golden Slippers*, (Main St. String Band, *Victor*), *So Understanding* (Evelyn Knight, *Decca*), *College Medley* (Ken Griffin, *Rondo*), *Chocolate Whiskey and Vanilla Gin* (Hoagy Carmichael, *Decca*), and *Big Go By* (Larry Neill, *Holiday*). Good western fare was provided by Jimmy Wakely's *On Strings Of My Lonesome Guitar* on *Coral* and Scotty Harrell's *Somebody's Heart Will Be Broken*

Retail Music Dealers Fight For Repeal of All Excises

CHICAGO—The executive committee of the National Assn. of Music Merchants (retail music dealers) met at the Palmer House here Sept. 16 and completed plans for its program of regional conferences, also discussed questions of time and place for the next NAMM annual convention.

William R. Gard, executive secretary, said the organization is cooperating with 19 other trade organizations in the move to get Congress to repeal all wartime federal excise taxes, including those on musical instruments, radios, phonographs and phonograph records.

The association drive applies to manufacturers' excises and not to the federal tax of $10 annually which is collected on automatic phonographs on location. The Music Operators of America is beginning a drive to secure repeal of this latter tax.

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven.

1 to 10 . . . 35c
11 to 99 . . . 32c
100 or more . 30c

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announce their appointment by H. C. Evans & Company

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Evans CONSTELLATION

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Legal Trends . . .

CEDAR RAPIDS, Ia. — A drug store operator filed a petition in District Court here to have new state Unfair Cigarette Sales Act declared unconstitutional. Among other things, the druggist charges that the law permits unreasonable price fixing.

CHICAGO — A writ issued in Circuit Court permits operation of *Shuffle Skill*, a novelty game made by United Manufacturing Co.; game provides 15 puck shots for 5 cents; player may continue to play for 25 shots if he scores with the original 15.

NEWARK, N. J.—Recent action under the State Fair Trade law puts practically all brands of candy bars and chewing gum under fair trade contracts, which is aimed at preventing price-cutting on these products. A Cigarette Unfair Sales Act, passed this year, has reportedly ended price-cutting on this product.

NEW YORK—Leaders in the cigarette trade say it is time for an organized drive against state and city cigarette taxes. Unofficial moves are being made for an organized movement against such taxes.

OKLAHOMA CITY — Operators report having to remove many music and amusement machines from locations, due to the state license law which became effective last July 1. The state collects a $40 per machine tax, while cities may add a tax up to 50 per cent of the state fee.

WASHINGTON—Congress has continued its delaying action on a number of bills that have some interest to the coin machine trade, including excise tax repeal, basing point bills, copyright action, sale of cigarettes by mail, etc. Congress passed a minimum wage bill and Labor Dept. issued its long-awaited new set of rules on payment for over-time.

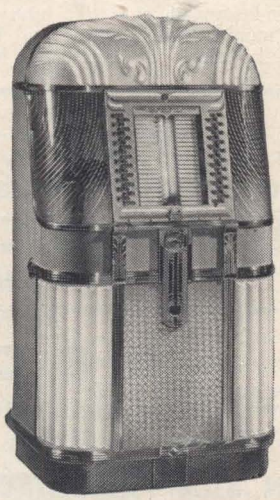
AMI Sales Volume Increases at Peskin's

LOS ANGELES—Upon his return from a successful trip to Fresno and all points south, Walter "Solly" Solomon, sales director at J. Peskin Distributing Co., took off again—this time to Paso Robles and territory southward.

"Solly" stated that more and more music operators are coming to realize that the AMI Model *B*—of which his firm is exclusive distributor—is just right for the operator, offering wide record selection to the customer at minimum operating cost.

"The Model *B* gives the operator the maximum number of usable tunes, and the operator only has to change five records to affect a 25 per cent change in the 40-selection program," he said.

"Solly" also reported brisk business on the AMI 40-selection wall box.



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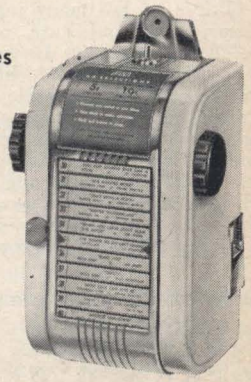
AND THE
40 SELECTION
5c and 10c Wall Boxes

(Accepts Nickels and Dimes Through Single Coin Chute)



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Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ OCTOBER, 1949 ★ ★ ★ ★

MERCHANDISE . . .

A real shift in the merchandise picture is now taking place. Although sales of soft drinks, ice cream, etc., normally hold at a fairly high level in September, yet operators of candy, bulk, hot coffee and other vendors know that the time of year is here for these types of machines to profit by the change in seasons.

The unusually hot summer of 1949 performed a big job for the soft drink and ice cream trades; any shortages that may have occurred in soft drinks in some areas was merely temporary, however. The increased sales of ice cream was a welcome boom to the trade, for the ice cream business has been declining since 1946—and no logical explanation for it unless it be that other products are crowding in on ice cream sales.

September will give a good picture of most crops but reports were not available for this review. In general, the picture looks very favorable for all those crops that have to do with vendor merchandise. A Florida storm added some damage to the citrus crop there, thus threatening to increase the price of juices still more. But the juice vending trade draws its supplies from stocks that are not too subject to temporary crop fluctuations.

There are round about circuits in which crops affect vendor merchandise also. Pop corn operators may find that a big cotton crop will help to offset the tendency of cocoanut oil to increase in price; while the pop corn industry may not use cottonseed oil, yet some industries can turn to the oil instead of cocoanut oil. Supplies of peanut oil could be considerably increased if cocoanut oil developed a shortage.

Prices of the many ingredients that go into the manufacture or processing of vendor merchandise are being held to present price levels, or declining, in response to the generally favorable crop news. Sugar is the major ingredient used in so many kinds of merchandise items sold through vendors and the fight over prices still goes on vigorously behind the scenes. The soft drink trade has been most active recently but the candy industry may be expected

(See MERCHANDISE, Page 26)

NAMA Speeds Plans To Welcome Big Annual Convention Crowd

CHICAGO—A goal of more than 5,000 visitors has been set for the 1949 convention and exhibit sponsored by the National Automatic Merchandising Assn. Its convention committees and the officers of the association report many added features on the big program that will make all the more worth while for operators of vendors to attend.

Ford S. Mason, president of NAMA, issued a blanket invitation to manufacturers and suppliers of merchandise and machines to schedule sales meetings for their own organizations during the convention. "Salesmanship" is the theme of convention's sessions for operators this year and Mason said companies supplying machines and merchandise might well capitalize on the program theme. The sales staffs of various firms will be in attendance at the conventions.

George M. Seedman, convention chairman, reported a big list of 92 exhibitors that had signed for display space by July 1, and announcements of additional exhibitors have been made at regular intervals since. The number of exhibitors and the products to be displayed assure the biggest convention for the automatic merchandising trade ever held, Seedman said.

Lists of exhibitors available at our publication time include the following:

Exhibitors of vending machines are: Alco-Deree Co., Alkuno & Co., American National Dispensing Co., Automatic Products Co., Central Tool Co., Cigaromat Corp., Cole Products Corp., Craig Vending Machine Co., Arthur H. DuGrenier, Inc., Eastern Electric Vending Machine Corp., Ford Gum & Machine Co., Inc., The Gum Vending Corp., Hupp Corp., Hydro Silica Corp. (Vendall Division), Juice Bar Corp., Lehigh Foundries, Inc., Malkin-Illion Co., The Bert Mills Corp., Mills Automatic Merchandising Corp., National Vendors, Inc., The Northwestern Corp., Oak Manufacturing Co., Revco, Inc., Rowe Manufacturing Co., Inc., Rudd-Melikian, Inc., Spacarb, Inc., Statler Manufacturers Corp., Stewart Products Corp., Stoner Manufacturing Corp., Supervend Corp. and The Vendo Co.

Equipment exhibitors are: Abbott Coin Counter Co., Chevrolet Motor Division of General Motors Corp., Chicago Lock Co.,

A. B. T. MFG. CORPORATION
COIN CHUTES — SLUG REJECTORS — TOTALIZERS
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AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

Eagle Lock Co., Ford Motor Co., Illinois Lock Co., Johnson Fare Box Co., Walter Kidde & Co., Inc., Merkle Korff Gear Co., and Veeder-Root, Inc.

Exhibitors in the coin changer and slug rejector group are: A.B.T. Manufacturing Corp., Abbott Coin Counter Co., American Coin Changer Corp., Guardian Electric Manufacturing Co., Johnson Fare Box Co., National Rejectors, Inc., and Stewart Products Corp.

Merchandise and supply exhibitors are: Adams Corp., Austin Packing Co., Inc., Walter Baker Chocolate & Cocoa Division of General Foods Corp., Paul F. Beich Company, Brown & Williamson Tobacco Corp., Blumenthal Brothers, E. J. Brach & Sons, Canada Dry Ginger Ale, Inc., Candy Pack, Inc., Chase Candy Co., The Coca-Cola Co., Diamond Match Co., Dixie Cup Corp., Double-Cola Co., Federal Sweets & Biscuit Co., Inc., Hershey Chocolate Corp., The Charles E. Hires Co., Honey Bee Co., Hollywood Candy Co., Hurty-Peck & Co., Howard D. Johnson Co., Walter H. Johnson Candy Co., Lamont, Corliss & Co., Lily-Tulip Cup Corp., Lion Match Co., P. Lorillard Co., Luden's, Inc., Lummis & Co., Maryland Cup Co., Mason Au & Magenheimer, Melster Candies Inc., Minter Brothers, New England Confectionary Co., Philip Morris & Co., Ltd., Planters Nut & Chocolate Co., Purity Pretzel Co., Quaker City Chocolate & Confectionery Co., H. B. Reese Candy Co., R. J. Reynolds Tobacco Co., Sero Syrup Corp., The Sweets Company of America, Inc., James O. Welch Co., and the Wilbur-Suchard Chocolate Co., Inc.

A later list of exhibitors added the following names:

Badger Vending Machines, Inc., Milwaukee, Wis.; Samuel Eppy & Co., Inc., Long Island City, N.Y.; Bert Mills Corp., Chicago, Ill. (increase of space); A.B.C. Popcorn Co., Inc., Chicago; Fred Hebel Corp., Franklin Park, Ill.; Lymo Industries, Inc., Chicago; Automatic Book Vending Corp., New York; Automatic Syrup Corp., Long Island City; C. C. Bradley & Son, Syracuse, N.Y.; and American Citrus Corp., Chicago.

Merchandise and supplies—F. & F. Laboratories, Inc., Chicago; Curtiss Candy Co., Chicago; Mars, Inc., Chicago; Switzer's Licorice Co., St. Louis, Mo.; Huyler's & Subsidiaries, Long Island City; Universal Match Corp., St. Louis, Mo.; Schutter Candy Division, St. Louis; Dr. Pepper Co., Dallas, Tex.; Charms Sales Co., Asbury Park, N.J.; John Horne Co., Evanston, Ill.; and Henry Heide, Inc., New York.

Coin changer and slug rejector group—Electric Cashier Corp., Burlington, Vt.

Other exhibitor — U.S. Department of Commerce.

Ven Corp. Introduces DeLuxe One Man Loader

LOS ANGELES—Any vending machine that can be rolled or pushed onto a loading platform can now be picked up and delivered by one man by using a device recently put on the market by the Ven Corp.

A hand-operated loading tail-gate with a nominal capacity of 600 pounds, the *Venco* Loader is designed primarily for an open body pick-up truck. Now in use by several large bottling companies and appliance dealers in Los Angeles, it has also been installed on a closed van body for Automatic Sales Co. of Los Angeles and Bakersfield.

While the Loader is customarily bolted into place on the sides of the pick-up truck box, for a van body truck installation two brackets are bolted inside the end of the van to the frame of the truck. The Loader is then bolted to these brackets and operates in the usual way. When closed, the platform folds up inconspicuously, blending with the lines of the truck. Due to the massive cross channel which ties the Loader into one integral unit, the platform is rigid enough to serve as carrier for an extra machine.

Standard Specialty Now In New, Enlarged Quarters

OAKLAND—Standard Specialty Co., one of the West's largest and fastest growing vending firms, has taken another step in its expansion program by moving to enlarged quarters at 5115 E. 14th Street.

"The move was made necessary because of increasing business," Bert Fraga, head of the company, stated. "Our policy, which has resulted in a growing legion of satisfied customers throughout the country—highest quality merchandise at lowest prices—remains the same."

In conjunction with the new location, Standard has enlarged its sales and office force and augmented its lines. "We now offer the most complete array of machines and merchandise of any distributor in the West," Fraga said.

Standard Specialty is fast becoming known as national headquarters for vending almonds and charms. As part of its policy of constant growth, the firm now has available a new size almond, 700/800 count, in addition to the 400/500 and 550/650 counts.

Standard has also increased its line of charms and is now delivering some of the outstandin~ buys in the country. "We're featuring a larger selection and new low prices," Fraga said.

The present expansion marks Standard's third change of location since the end of the war.

* * *

First air-mail planes cost $14,000 each. Some of those used today—the Boeing Stratoliners, for example — run to $1,700,000.

EXPAND
With New Machines

"HOT-POP" POP CORN MACHINE
Non-Coin Operated
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$10 dep., bal. C.O.D.
OPERATOR MAKES
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On Sale of 2 Lbs.
WRITE FOR DETAILS
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HOT-O-MAT
AMERICA'S *ONLY* DUAL HOT DRINK DISPENSER

HOT COFFEE, the way YOU like it, with or without sugar or cream—plus—delicious energy-building HOT CHOCOLATE—served to you piping hot in less than five seconds. Dispenses all liquid concentrates under constant 40 degree refrigeration.

A terrific winning combination anywhere. Now producing unbelievable sales on locations at San Diego Naval Air Base, American, Western, T.W.A., United Air Line Terminals and many other locations too numerous to mention.

Write—wire or phone today for complete details.

ORDER NOW FOR EARLY DELIVERY!

INTERSTATE ASSOCIATES
3348 MOTOR AVENUE
LOS ANGELES 34, CALIF.

MERCHANDISE

(Continued from page 24)

to keep up a fight against higher sugar prices for some months now.

One thing has been accomplished: a general price increase in sugar had been announced for Sept. 1 but at this writing most of big suppliers had returned to previous prices. The big 1949 corn crop promises much aid to commercial users of sweeteners and the candy trade often turns to corn sweeteners when sugar prices advance too much. So operators apparently need not worry that sugar prices might start an advance in the prices of candy. The outlook is still that candy bar prices will show some reductions, although manufacturers plan on stabilizing prices.

A review of some of the reports on vendor merchandise follows:

Apples—The apple crop appears to be about 15 per cent above the annual average, the largest crop since 1939, hence prices may be expected to decline. Consumption does not show signs of increasing.

Almonds — In keeping with the nut market in general, reports are very quiet at the present time.

Aspirin—October is usually the time of the first epidemic of colds and aspirin sales climb. Vending machines for the sale of aspirin are so few that they do not count in the big aspirin market.

Candy Bars—Interest centers in the fall pickup in consumer demand, factory output and possible price reductions. The first half of the year was marked by a decline in candy sales and the hot summer months added to this decline, which also was more marked in vendors than usual. Candy manufacturers are putting stress on sales and on outlets. Sales in vendors will depend more on employment trends in factories than on other conditions; opening of schools will aid many candy vendors.

Chewing Gum—Reports are meager. An increasing number of operators report that auxiliary gum machines with candy or cigarette vendors show a margin that may be better than the big machine. The nationally advertised brands are almost universally used by operators but a Philadelphia survey recently indicated that the candy coated forms are the most popular by a good margin. Eighty-five per cent of the people interviewed use chewing gum regularly and 62 per cent of this group said the candy coated gums are their favorite; 47 per cent of the group preferred stick gum and 18 per cent chose bubble gum, which apparently represented the children. Many operators of selective candy vendors offer the candy coated gum packages in their machines.

Cigars—A Philadelphia survey, recently available, says about 27 per cent of the men smoke cigars. National trend in sales of cigars is reported to be holding an even keel. Official reports say that cigar wholesale prices for popular brands declined very slightly in the first half of 1949; the trend toward lower priced brands is definitely continuing; cigars retailing for eight cents or less made up 45 per cent of total sales in the first half of the year, compared with 42 per cent last year.

Cigarettes—Two official reports were recently available, one on July and a report for the federal fiscal year that ended June 30, issued by the Dept. of Agriculture; the Dept. of Agriculture report on the tobacco situation often digs into basic facts underlying the tobacco trade. For the 12 months ending June 30 cigarette production gained 3 per cent over the previous fiscal year. The report said, "Cigarette production . . . is beginning to level off." The July revenue report shows cigarette peaks may be getting shaky, as output dropped 6 per cent compared with July 1948, the second month this year in which a decline occurred. For the first seven months of the year, cigarette increase over the same period last year now stands at less than one per cent, when the trade had been counting on 1949 showing a 3 per cent increase. Cigarette manufacturers say that the reported declines in April and July were due to fluctuations in tax payments rather than showing a decline in cigarette consumption.

Cookies—Use of cookie vendors is reportedly making good increases. The baking industry is increasing its variety of cookie offerings. Store sales of all brands show a small decline in total sales.

Coffee—The trend in spot market coffee prices is still upward, and in back of this trend is a possibility that demand may be bigger than supply; recent world export supply was estimated at 28 million bags, but U. S. importers want 33 million bags. Brazil's exportable crop this year is reported off by 15 per cent.

Manufacturers of coffee vendors have energetically continued to improve machines, provide better coffee, and to seek to establish operators of these machines. The next eight or nine months may see all this effort pay off; the field is open for a real gain in the placing of coffee vendors.

Hosiery—In manufacturing circles, Du Pont was cutting nylon yarn quotas during September and this may react on price. A decided pickup in sales was expected on hosiery in retail circles for the fall season.

Ice Cream—Official reports on how much the hot summer helped ice cream sales are not available. The International Assn. of Ice Cream Manufacturers holds its annual convention in Los Angeles, Oct. 24-30, and then much data on sales trends will probably be available.

Juices—In the competitive race between California and Florida citrus growers, the weather sometimes seems to play tit for tat. Florida has had a recent hurricane which cut juice supply outlook some, but not seriously; shortly before the storm, Florida canners had reduced the present high price on orange juice to meet increasing competition of the Calif. orange juice trade.

Milk—The government seems to be rejecting pleas for higher milk prices in the big city areas, such as in New York recently. The feed outlook is said to be favorable for the dairy industry and should forestall price increases. There is a decided increase in manufactured milk forms, which reduces the total supply of fluid milk.

Nuts—The spot nut market has been unusually quiet in recent weeks; activity began increasing soon after Labor Day and the outlook is favorable; crop reports have been very encouraging on most nuts.

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Lower Prices from America's Newest Charm Manufacturer. We operate over 5,000 Ball Gum machines using Charms. High prices charged by other manufacturers force us to make our own Charms. Write for FREE SAMPLES.

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Vendors Share In Big Sales Gains Made By Soft Drinks

During a period when many other trades were anxiously concerned about the possibility of a general business recession that might reach a degree to be called "depression," the soft drink industry had an upsurge in its sales that completely changed the morale of the entire trade. An unusually hot summer changed the picture and even created spot shortages of soft drinks at times in some areas.

Early in the year the soft drink trade was somewhat in the doldrums, carried over from the last few months of 1948 when sales had dropped considerably. Costs also continued to remain high and one of the hottest debates in the trade revolved around the question of whether retail prices should be increased. Many bottlers argued for a price increase although they feared that the consuming public would not pay more than a nickel for soft drinks. Some vending machine operators, in favorable locations, did raise the price to ten cents per cup and reported good results. But the soft drink trade in general feared to increase the price above a nickel, although many firms in it said it was either increase the price or go bankrupt.

Confusion and division also entered the picture as the economic plight of the soft drink trade increased, and two national organizations were in the field to uphold diverse issues. The situation appeared so serious as to threaten the expansion in the use of vending machines this year, after a record boom in the placing of bottle type vendors in the previous year.

But before the month of June had passed, the picture began to change in decided fashion and continued hot weather in most areas over the nation through July and August helped to swell the sales volume. Dissatisfaction gave way to a new enthusiasm and as this report is written, it is said that the two national organizations are about to agree on a program of cooperation. The outlook for the bottlers' convention in November is also said to be very promising.

Official organizations, such as the American Bottlers of Carbonated Beverages, describe the increased sales as running "well ahead of last year," and many firms in the business, when comparing sales this summer with the average for last year, put the increase at about 15 per cent above last year.

Mission Dry Corp., of Los Angeles, reports that its sales are running about 60 per cent above the same period last year. Operators of vending machines have shared in the general gains and some of the major bottling and syrup makers earlier in the year gave much praise to vendors as a promised aid in building up business at a time when the general trend was downward. As the busy summer upsurge came on, the publicity given to vendors subsided, due to the rush in meeting demand. But vendors have been in the running in greater force than ever, although the rate of placing new machines probably has not risen above the high rate last year. The total number of vendors in use, however, has been decidedly increased during the year thus far.

The increase in sales of soft drinks by vendors probably runs about the same proportion as the increase in other retail outlets. Three operating firms in one Ohio city described the increase as "about 10 to 15 per cent" when compared with the same period last year.

With sales of soft drinks having taken such a general rise, it is possible that some of the major firms will let their enthusiasm for vendors cool for the time being. The Dr. Pepper Co., an outspoken champion for selective vendors, has reported that its total sales for the year thus far running on a level with the same months last year, and its financial reports shows smaller earnings for the first half of the year. Officials explain that the southern states had slightly cooler weather than last year, when other sections were having heat waves.

Official weather reports have shown that about 35 states shared in the unusually hot summer. Some states west of the Rockies and in the Deep South did not have an unusual summer; eastern states reported the hottest summer for many years and in some cases it began even in May.

The big season for soft drink sales usually extends through September and this review was prepared too soon to get reports on September sales trends. The *Wall Street Journal*, in a survey report on soft drink sales, reported the Coca-Cola Co. as giving credit to the hot weather for increased sales which zoomed in the second quarter. The newspaper reported this company as "expanding its use of bottle vending machines as a means of distribu-

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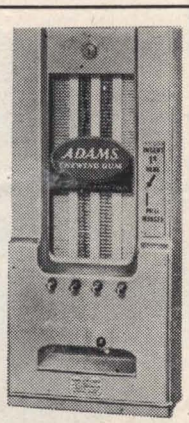
The only fully selective gum vendor that meets all requirements. An Adams 1c gum vendor attached to candy or cigarette machine means more profit for you from your locations with little added cost. Vends world famous Adams Brands. Machines and gum available from our local stock. Write for literature and prices.



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For The Gum Vending Corporation

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2

Big N.A.M.A. Show Issues Ahead!

November Pre-Convention Number

This will be a gala issue reaching operators from coast-to-coast BEFORE they leave for the NAMA Show in Atlantic City on November 27th. Issue will be mailed October 27th.

ADVERTISING DEADLINE
OCTOBER 21st

December Convention Number

This number will be mailed on November 25th—reaching operators everywhere on the 28th, the second day of the NAMA Show. 1,000 extra copies of this number.

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NOVEMBER 18th

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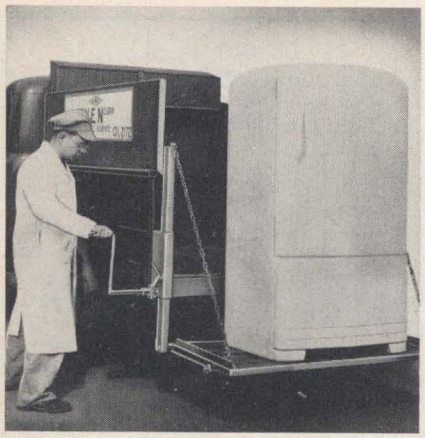

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- LOAD CAPACITY 600 LBS.
- FITS ANY PICK-UP TRUCK
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Deluxe Model Shown Above

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tion" while other fields of expansion continue to be somewhat stable.

The WSJ reported that many of the large soft drink firms are trying to expand into new markets, and this would include wider use of vendors for most of the firms. Most of them are increasing the number of their franchised bottlers—and this has meant emphasis on non-selective vendors.

Hires reported that root beer sales were running about 20 per cent above the summer months of last year, the main period for root beer being from May to September. Expansion in the soft drink trade is indicated by a total of about 6,907 bottling plants now as compared with 6,803 last year. When it is recalled that predictions of bankruptcy were being made for the bottling industry six months ago, this is real recovery.

In the competitive struggle among soft drink firms, bottlers turned to vendors during the previous two years in great numbers and "took over" the field somewhat from private or independent operators. Bottlers continue to dominate in the use of soft drink vendors but a definite trend set in last year toward the private operator who uses the cup type of machine and this trend has gained some during the current year.

But bottlers themselves have also turned more and more to cup vendors, although the bottle machine is still the favorite, naturally for bottlers. The issue has been divisive in the soft drink industry to the extent that only bottle types of machines will be permitted to display at the 1949 convention of the bottling trade.

The *American Carbonator and Bottler*, trade paper, recently said, however, that "to vend by cups or not to vend by cups is a question which is becoming increasingly important to bottlers everywhere."

Thus, it would appear that cup vendors vs. bottle vendors may become a leading topic in the trade this year, displacing the highly controversial question that arose last year about selective vs. non-selective bottle vendors. The soft drink trade paper reports that some bottlers have found that cup vendors boost bottle sales, and that the multi-flavor cup vendors are a means to beat the competition of the one-flavor bottle machines being placed by the big companies.

Cost of materials have shown a tendency to decline this year and that has been of considerable encouragement to the soft drink industry. Flavors were among the first items to show price declines when prices in general started downward early in 1948 and they continue to remain well off from the inflation peak. Bottles crowns and equipment remain high, but cartons, cases, trucks, etc., are lower. Sugar is a real problem since it has tended to increase in price this year; freight rates on sugar were also recently hiked.

Soft drink prices to retailers are reported as remaining the same as last year, or about 80 cents per case of 24 eight-ounce bottles. Cost of producing the case is said to be about 37 to 45 cents and bottlers also must deliver, so the bottler's margin is said to be small.

Soft drink sales vary considerably according to territory and the U. S. Census report on soft drink manufactures for 1947 was made available in detail late in August. The full report gives regional breakdowns and comparisons on soft drink production and sales for 1947. The Census Bureau issued a summary of this report last March and the complete report is now available.

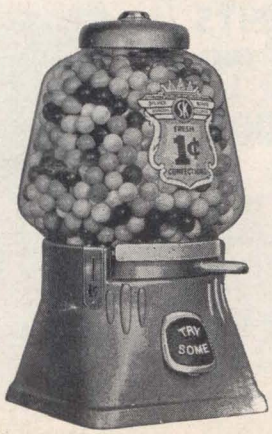
The big revival in the soft drink trade has given new encouragement to the firms that manufacture soft drink vendors and also to those independent operators that have entered the field. Vending machines have made headway in distributing soft drinks during the postwar years as in no other type of merchandise and this trend is likely to continue for another year.

The New "HUNTER"

Nets up to 75c of Every Dollar You Take in!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter". But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75c out of every $1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

And Here's Another Winner!



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The New "CHARM KING"

Ball Gum + Charms = $ $ $

The Kids *Really* go for THIS one because it DISPENSES BOTH GUM *AND* CHARMS

***Only $13.95 F.O.B. Aurora, Ill.**

All kids go for Gum Balls. And they all go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

*Others low as $10.55 in quantities. "Hot Nut", Nut and Ball Gum Vendors 1c—5c—2 for 1c. U. S. and Foreign Coins.

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National Peanut Week In February

WASHINGTON—The National Peanut Council has designated next February 5-11 as National Peanut Week and has asked all who sell or market peanuts, or peanut products to give the week a boost.

As in past promotions of the peanut week, the industry will put stress on sales in retail stores and also in various products, such as candy and peanut butter. The peanut vending trade ought to proffer its cooperation and also ask for recognition.

Still Fighting Pa. Tax

HARRISBURG, Pa.—The soft drink trade wages an incessant battle against the state tax of one cent on each 12 ounces of bottled drinks sold. A test of the constitutionality of the law is pending in the Dauphin County Court which is expected to go through the appeals courts.

Leaders in the soft drink trade say that the unusually hot summer actually saved their business this year, or many bottlers would have been forced out of business, The real injury done by the tax is in forcing the trade to raise soft drink prices so that retail level will go above five cents. The public will not pay more than a nickel for soft drinks, leaders say.

Alco-Deree Appoints Blake

CHICAGO — Alco-Deree, Inc., has appointed Cliff A. Blake of Blake Sales, Inc., as distributor in the 11 western states.

REGIONAL BUSINESS REPORTS . . .

Cincinnati

While general automatic vending business remains below normal, from several quarters came encouraging news. Orders received by heavy industries indicate calling back to work of a considerable number of employees.

Many GI's, it is reported, who were employed during the summer are returning to school, and their places are being filled with hitherto unemployed.

Automatic music was just about as good as last month, but several operators noted a decided upswing in patronage at taverns. Incidentally, a public school has installed an automatic music box as an aid to curbing juvenile delinquency.

Shuffleboards attracted increased play as the hot weather abated, although no particular activity toward spot expansion has as yet been observed.

A few cool days in the latter part of August prevented soft drinks from becoming above normal in sales, but conditions can be reported as very satisfactory for the month as a whole.

Coffee continues to sell very well, and the expansion of placings is going forward steadily. In many cases the java machines are flanked by doughnut vendors which had a correspondingly good take.

Milk sales, too, have held up well. Another hike of one cent a quart, retail, went into effect September first, to equal the record high, and there is a question as to whether venders can continue to sell pints at the present 12-cent price.

Candy is still in the below normal listing, but the cooler nights stimulated sales somewhat. The change from summer to standard bars is also expected to boost sales.

Cigarettes continue to be the favorites they have always been in tense times. As a result, the sales in vending machines were very good in the past month, with weather and spotty employment helping, rather than hindering consumption of the fags.

Cigars in machines did not do as well as the cigarettes. The experience here has been that cigar smoking falls off during the summer, and picks up gradually as fall and winter set in.

Pop corn responded to the stimulus of lower temperatures and picked up as well as had been expected, with the outlook for a very good season ahead.

Chewing gum and nuts both remained off seasonally, but are expected to improve from here out.

Sales of records to operators showed a definitely encouraging increase, a good barometer as to conditions in the automatic music field.

All kinds of scales, particularly those in the big chain stores, were patronized well last month.

It is believed that the outdoor arcades wound up their season in the black, with voice-letter machines doing a highly profitable business.

The employment picture is brightening. Of two hundred jobs for women at 80 cents an hour, there were only 17 applicants. These were high-type factory assembly jobs.

George Keith

Columbus

Payrolls of major Columbus industries and businesses were reduced 4 per cent in the past 12 months, the Ohio State Employment Service has reported. Non-manufacturers accounted for the employment dip last May and June. A total of 107 concerns released 1420 persons.

During this same period, average weekly earnings of Ohio workers gained fractionally, according to figures compiled by Ohio State University's Bureau of Business Research in co-operation with the U. S. Bureau of Labor Statistics.

Cooler weather in the last two weeks of August and early September brought an upturn in department store sales, offsetting to a considerable extent the unfavorable sales record of previous weeks, according to the Federal Reserve Bank in Cleveland.

Fall weather has brought with it the usual closing down of resort operations, such as nearby lake spots. Indoor recreation will be on hand more and more as colder weather comes along, so music box business and pin games will see renewed activity.

Automatic phonos have been blithely running on and the fall football season means that the coin phonos will be kept busy at the various dining and dancing locales, with college songs very popular.

Pin games should pick up with the fall sports season beginning. Through the summer they have suffered from lack of play, as is usually the custom. Legislation has been rather slow during recent weeks, as concerns the amusement games, but the fall season should see more of the "crusaders" come out again and try to set up some more strangling legislation. There was quite a bit of the same during the past spring season, but summer's heat drove most of the "agin-ers" out of the legislative halls into the outdoors.

BUSINESS BAROMETER

September 1949	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Cincinnati	B	B	B	N	N	B	N	N	B	N
Columbus	B	N	N	N	A	N	N	N	N	N
Los Angeles	N	N	N	A	B	N	N	N	N	N
St. Louis	N	N		N		N	N			
Wash., D.C.	N	N	B		A	N	B			

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Shuffleboard players are still holding fast to the relatively new sport, with additional locations being added slowly. This game should also get the fall inoculation of added play, and should be the target for many football fans after the big game.

Cup vendors have been kept busy through the entire summer, as have the bottle machines. Soft drinks have experienced good and brisk sales all through the hot months and are continuing to do so, even tho the chill is said to be here.

Milk prices went up a cent recently, but the effect has not been very far-reaching. The retail price of a quart is still three cents below last year's high at this time. It

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FRENCH FRIED

400/500 COUNT 62c LB. VACUUM PACKED
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NONE AS GOOD AT ANY PRICE

CHARMS

#200 LARGE #2 SIZE GOOD ASSORTMENT $3.00 M.
#300 WESTERN CHARM $3.00 M.
#200 METAL PLATED $5.75 M.
#300 METAL PLATED $5.75 M.
OUTSTANDING BUYS

Don't Delay! Order Today!

should remain rather stable, observers predict.

With cool weather, candy sales have picked up. The advent once more of the chocolate-covered bar has taken place. Summer candies are being cleaned up and the "gooier" confection is taking its place in the vending channels.

William D. Bailey, supervisor of the excise section of the Ohio Dept. of Taxation, disclosed that cigarette tax stamp sales for the month of August were up $147,978 over the same month last year. Total sales for the month this year were $1,660,165, while sales in August 1948 totaled $1,512,187.

For the year to-date, total sales of the tax stamps are $11,811,398. For the similar eight-month period of 1948, sales amounted to $11,613,860. This represents an increase for the period this year of 1.70 per cent.

Beer sales for the month of August for the entire state were up slightly, but for the eight-month period, Bailey reported sales of the 3.2 product were off more than 10 per cent. For higher alcohol beer, sales for the first eight months are up almost eight and one-half per cent. This shows that tavern business has not suffered so greatly.

In the nut and chewing gum field business has been around normal for the season, with some Labor Day activity. The latter holiday helped stamp machine business somewhat, but the coming holidays will do more in that line. Scales are doing as well as can be expected, with more people keeping tab on what the summer reducing schedule did to their waistlines.

J. P. Seeburg Corp. has appointed Shaffer Music Co. in Columbus, Wheeling, W. Va., and Charleston, W. Va., to cover territory formerly covered by Southern Automatic Music Co., Inc., along with the S. L. Stiebel Co. of Louisville, Evansville, Ind., and Nashville.

W. C. Arthurs

Los Angeles

The fall up-grade in business is making itself felt in most branches of the Industry. Music has crawled out of its low-gross hole and aided by declining television-in-bar interest, is moving forward. Shuffleboard continues to hold up exceptionally well in comparison with other types of amusement devices. Two large operators peg the average gross from $20 to $25 per week.

The end of the torrid spell and incoming cool weather brought forth a sharp hypo to candy bar machines, while cigarette gross remains steady and healthy.

St. Louis

An "unseasonal" increase in coin machine equipment sales was in evidence in St. Louis during August, most distributors reporting an unsuspected demand for machines which seldom occurs during the "dog days" of hot summer weather. Buying was general, with the need for new vending equipment particularly pronounced, according to Olive Novelty Co., Ideal Novelty Co. and other major-scale distributors. While normally vending routes are reduced sharply during hot weather, the large amount of air conditioned outlets in the St. Louis area has made it possible to vend candies which otherwise would melt during June, July and August.

Shuffleboard sales have cooled off a bit during the past four weeks, Universal Distributing Co. reports, largely as the result of saturation of logical locations. Almost every tavern in the St. Louis and St. Louis County districts, which is large enough to accommodate a shuffleboard table, is already equipped, and selling organizations are concentrating on electric automatic scoreboards and other accessories. The new St. Louis Shuffleboard League, a conference which will include and organize play in all St. Louis locations, began play September 12th. Location owners are being furnished rule books and score sheets by five distributors in the city, and there will be scheduled play on two to five nights per week at most locations. Tom Collins, of Universal, aided in setting up the system, which has the sanction of the national association.

A notable sufferer in collections during August was the penny arcade field, including those at Chain of Rocks Park, Highlands Park, etc., which usually hit peak volume in the month. Because of a sharp increase of polio in the St. Louis area, and grave newspaper warnings, most parents are keeping their children away from congested areas, such as public parks, and the penny arcades have suffered. Carl Trippe, Ideal head, reports far more adults in each arcade than children, a highly unusual situation.

Offsetting this, a boom crop in cotton in Southern Missouri, routes from St. Louis south to Cape Girardeau have shown record collections, and many music operators are extending their strings in that direction. Jefferson City Amusement Co. in Jefferson City, has bought 24 new phonographs for location in Southern Missouri towns.

Bitter complaints against the falling off of phonograph collections in taverns equipped with television are voiced by C. W. Cermak, veteran St. Louis music operator. "Collections are down as much as 75% in some locations," he stated. "Particularly where the tavern owner operates the television set from 6:00 p.m. until 9:00 or 10:00. We know that many people would rather listen to their favorite tunes than see a television performance or baseball, and have been asking location owners to check their customers, to see which they'd rather have. Invariably, the group in the tavern prefers the music, with the exception, of course, of Cardinal baseball games during the pennant drive going on right now."

Cermak is planning to mimeograph some forms on which tavern customers can check either "television" or "juke box" when the slips are distributed around the bar or booths in the late evening. This system, he urges other operators, will help to bring collections back to normal. "If something like this isn't done, the operator in television equipped cities will find that a lot of his phonographs won't pay their way" he said.

Robert Latimer

Washington, D. C.

With fall in the air in the nation's capital, operators are awaiting the expected relief from a generally poor summer. Resumption of activity in bowling alleys, billiard parlors, skating rinks and other indoor activities is expected to help a lot. Those operators with vending machines in schools are ready for a bang-up season, since more kids than ever before are crowding corridors.

An exception to the poor summer season must be noted for beverage dispensers. Helped along with above normal sales for the hot months, Spacarb of Washington chalked up its highest grosses in the past ten years for the first eight months of 1949. Aiding no little was the performance of the dispenser located in Keith's Theater. According to manager Bayne Phipps the machine put out 2,100 drinks on a recent hot day and regularly averages close to 1,000 daily.

For the winter season, Spacarb expects to have soup dispensers on location. The

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LOW IN PRICE

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Model K
AUTOMATIC
HOT POPCORN
VENDOR

ONLY
$119.50
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For Either
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Manufactured by a firm with 30 years experience in coin-operated machines.

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vender's home office in New York has developed a converter to handle soup on the regular soft drink machines. Price for piping hot soup will be a nickel, far below the usual soup price in the city's restaurants. Ciggie machines are doing business about as expected, which, according to Aaron Goldman, Macke Corp., is not good. "It's a tough business," sighs Goldman.

The recent price slashes in phono records by the major labels has helped phono operators quite a bit, even though current hits were generally withheld from cuts. Several operators took advantage of the 50% discounts to stock up on perennial favorites. Two new arcades have opened up in recent weeks, raising the total in the business district to nine. Business, however, has not been good; this factor has dragged down the average for amusement games since arcade pin balls usually set a high pace. According to Revenue Bureau figures, Washington has 1,162 locations for amusement games and 33 for bells.

Roy S. Ramsey

Exhibits To Feature Annual Pop Corn Meet

CHICAGO—The pop corn industries convention and exposition will soon be here and, according to officials of the National Assn. of Popcorn Manufacturers, Inc., 110 North Franklin St., the outlook is very promising for the greatest convention in the history of the trade. Date is Oct. 24-26.

On THE REVIEW Calendar, it is the next convention having interest to the operators of certain types of vending machines, although the annual convention of the National Assn. of Ice Cream Manufacturers opens on the same day in Los Angeles.

The pop corn convention will be held at the Palmer House and exhibits will be shown on the hotel exhibit floor. In previous years the interest of operators of pop corn vendors has tended to decline in the convention because displays of equipment were not made a part of the convention.

The NAPM this year is putting great stress on its exhibits of equipment and supplies and pop corn vendors will be shown. The discussion programs are also very helpful on points of sanitation, popping oils and processing and storing pop corn.

Laymons to Chicago

LOS ANGELES—Mr. and Mrs. Paul A. Laymon trained out on September 17th for a Bally confab in Chicago at which several new items were to be unveiled to a gathering of Bally distributors from all over the nation.

Laymons were expected back on the 26th with samples of the new machines to follow in short order.

Hot-O-Mat Is Ingenious Dispenser

LOS ANGELES—The only dual hot drink vendor in America—Hot-O-Mat—signalled a chorus of oh's and ah's among the pilots, patrons, employees and stewardesses of Western and American Air Lines at the Los Angeles Municipal Airport as the first of these unusual vending machines swung into regular service.

Test Hot-O-Mat machines have been on location for many months in the east, middle west and on the Pacific Coast with phenomenal results of efficiency and patron acceptance even when operating under the heavy demand conditions of the San Diego Naval Base—one of the test locations.

Four buttons give the patron a choice of black coffee, with sugar, cream or both, exactly as desired. The fifth button brings the hot chocolate. Each drink is freshly prepared in five seconds with an immediate flow of hot water, quickly drained, that prevents any mixture of flavors. Liquid concentrates of coffee, chocolate, cream and sugar are refrigerated to under 40° but each serving comes piping hot, between 160° and 180°.

Hot-O-Mat and all component parts have been constructed to the highest standards and comply with the strictest sanitary and safety regulations. Hot water tank and all syrup compartments are made of stainless steel.

Drop Big Candy Adv. Program

CHICAGO—One echo of the national convention of candy manufacturers, held here in June, is that the candy industry has discontinued its national advertising campaign to boost the use of candy to consumers. But the trade will continue to run its ads on candy in medical and dental journals.

Operators of candy vendors had long been in sympathy with this general boost to candy eating, built around the slogan, "Candy Is Delicious Food—Enjoy Some Every Day."

Chocolate Drink Competition

ATLANTA—Chocolate drinks are developing a competition all their own, according to an authority in the bottling industry. Bottlers of soft drinks are finding in many areas that a chocolate drink for a nickel, in the standard bottle, will build sales tremendously. But the dairy industry also has chocolate milk drinks selling at a dime, and the bottling industry and the dairy industry thus meet on highly competitive ground.

Bottlers report that the dairy industry in many cases asks health authorities to regulate the chocolate drinks offered by bottlers. A typical drink made by an Atlanta bottler is made from a syrup base composed of chocolate powder, powdered milk, water and granulated sugar. Demand for such a drink, retailing at a nickel, is said to be tremendous.

Some bottlers say the chocolate drink has been adopted to meet the competition of the single flavor vendors placed by the big companies. The trend is taken as a sign of the competitive situation which still hinges on the wide placement of single flavor bottle machines by the majors in the field.

Ferrara Co. Official Passes

CHICAGO—A. Pagano, vice-president and general manager of Ferrara Candy Co. here, passed away Sept. 5. He was 47 years old and had been with the company since 1929. He is survived by his wife and four children.

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INCREASE SALES 500%

Get more "FACE" value for your Charm Dollar.
DISNEY CHARACTER DECALS AVAILABLE IN FULL COLOR
Vends perfectly with 210 Gum and all Bulk Merchandise.
Operators, contact your distributor. Distributors, contact us!

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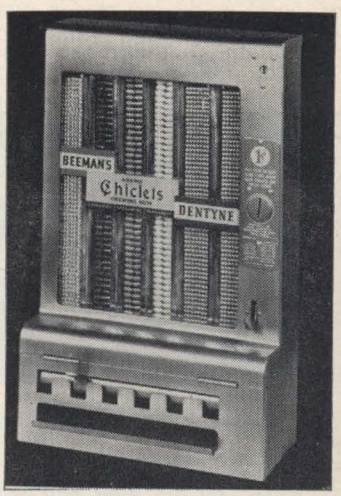
Mills Famous Display Penny Gum Vender

Dispensing Dentyne, Beeman's Pepsin, and Peppermint, Spearmint and Cinnamon Chiclets.

Some Factory Reconditioned and Guaranteed Available.



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CANDY NOTES...

● The Roper survey verdict that a greater percentage of women than men eat candy may come as a surprise to some. This refers to the home market though, and cannot be of much help to operators. Women do make up a good percentage of workers in many types of factories but the total number is said to be declining.

● Saturday, Oct. 15 is Sweetest Day for the candy trade, meant to boost the sales of box candies. Operators may not like the special day since box sales to the home are said to dull the appetite for candy for a few days. There is a strong public educational campaign back of Sweetest Day, however, which should help to build up consumer demand for all candies.

● All employees of the Curtiss Candy Co. have been given polio insurance policies, up to $5,000 coverage, which protects the employee and every member of his family to that extent. The policy is part of the firm's insurance program, without extra cost.

● Salesmen who cover the candy trade over the country report there is a general feeling that candy prices are likely to be stabilized for some months.

● The progressive National Candy Wholesalers Assn., many of its jobber members also operating candy vendors, has picked New York for its next annual convention, and the date tentatively set for May 31-June 3.

● Candy manufacturers have had reports that union employees may ask for a wage increase soon. AFL has pointed out the candy trade as one that has made profits large enough in the last year or so to increase wages without raising prices.

● Manufacturers of candy bars are taking

(Continued on Page 33)

Competition In Candy Bars Will Emphasize Vendor Use

CHICAGO—Early fall reports on the national candy industry show a definite swing into action for the fall and winter months. Manufacturers began the usual production program in the second half of August and a complete report would show that every firm in the business has initiated its own special activities toward bigger sales.

Competition is more apparent and every manufacturer and wholesaler recognizes that the selling job will be bigger than the production end for the next several months. The industry in its organized capacity is also launching a new program to increase consumer use of candy, marked especially by a movie short to be shown in theaters all over the country.

New packaging, new spurs to sales staffs, new bars and even lower prices are to be seen in the various reports that have come from the candy production areas of the country. The unusually hot summer served to cut still more a national candy production and sales rate that had already been falling for several months. But candy manufacturers here have expressed the firm conviction that the hot summer is all over now and they expect candy consumption to show a decided rebound.

Bunte Bros. was one of the early firms to announce a powerful promotion program on a new bar, called On-Deck, and all other manufacturers in this area also have new promotional programs. In other areas, Merckens Chocolate Co., of Buffalo, was one of the first firms to report a heavy new production schedule of three shifts in beginning its fall program. Lamont, Corliss & Co. announced some new packaging and also price adjustments downward in its program to boost retail sales. And many other reports could be listed.

Reports on candy bar sales and production for the first half of the year were not encouraging and the manufacturing industry is now making a grand effort to recover and even surpass the 1948 sales record. In this competitive situation, vending machines are likely to receive more consideration than ever, for sales outlets mean much to manufacturers at the present time.

Official reports on candy manufacturers' sales for the first six months of the year, recently issued, show a declining trend in poundage that reached even the bar goods field. Percentage decline in bars for the first half, as compared with the first half of 1948, is put at 9 per cent, while sales of all kinds of candy declined about 8 per cent (poundage) in the same period.

This is a real decline that comes at a time when some gains should be made in candy sales, based on population figures. The situation will call for careful analysis of other sugar product sales, as the year passes, to determine if other competitive products are stealing the candy market. Soft drinks had a heavy upsurge during the summer, due to heat waves, and ice cream also gained. But these gains would

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Schutter's
OLD NICK
Richest Milk Chocolate
OLD NICK
Schutter's
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INGREDIENTS: CORN SYRUP, SUGAR, ALMONDS, PEANUT OIL, CONDENSED MILK, CORN STARCH, DEXTROSE, SOYA PROTEIN, HONEY, DRIED EGG ALBUMEN, SALT, LECITHIN, ARTIFICIAL FLAVOR.
BIT-O-HONEY
"Oh Boy! OLD NICK is a WONDERFUL Candy Bar!"
One of the few Nationally Advertised Candy Bars. You can offer and sell it to retailers everywhere in the U.S.A.
"A Honey, Honey, HONEY of a Candy Bar!"
... Unique FLAVOR ... marvelous NAME ... finest QUALITY...NATIONAL Advertising...make BIT-O-HONEY America's fastest-growing Bar.
SCHUTTER CANDY DIVISION, St. Louis

not account for the steady decline in candy sales this year.

Bar goods sales in June did make a slight gain over June 1948, for the national industry, but the unusually hot summer checked this rate of gain in July and August, according to reports.

Operators of candy vendors have shared in the general decline in bar sales, and have also had an added jolt from vacation closings of plants and also increases in unemployment in some areas. Estimates of the increased drop in vendor sales this summer range from 10 to 30 per cent. But recent reports indicate that factory employment will hold at a high level, hence operators are optimistic about fall sales through vendors.

The official reports on candy sales continue to emphasize regional differences, and operators no doubt share in these territorial variations. Survey reports on candy vendors previously published in THE REVIEW have pointed out some of these variations, and how they may correspond with general candy sales, but information available is still inconclusive.

During the current year, candy manufacturers in the Indiana and Ohio area have actually reported a general increase in candy sales over the first six months of last year. Manufacturers in the Minnesota-North Dakota-South Dakota-Nebraska area (West North Central) also reported a gain of about 17 per cent in the first six months over the same period last year. This, in a period when candy sales over the rest of the nation has been declining at a rate of about 8 to 10 per cent.

Two other areas show only small declines; 24 California manufacturers report an average regional decline of about 1 per cent, while the Michigan-Wisconsin area reports an average decline of about 2 per cent.

The big Illinois manufacturing center reported a general decline of about 21 per cent for the first half of this year as compared with 1948; June sales were about 7 per cent below June 1948, but June marked up a gain of 9 per cent over the month of May, showing that a pickup had started—only to be interrupted by a very hot summer.

These percentage reports are based on dollar volume and may be misleading to some extent because of lower prices during the current year. These regional reports will raise many questions as to markets and sales. For example, why the heavy decline in Illinois while Indiana and Ohio show remarkable gains.

As to reasons why for candy sales, the official government report on 1948 points out that in the regions where the general trade was showing heavy declines some firms were making excellent gains in sales. The report points out that lower prices on bars accounted for the chief gains. The average bar price per pound this year was 34 cents, while in May 1948 the average price per lb. was 44 cents.

Much interest will center on reports for September and October. In Sept. 1948 bar sales dropped slightly below Sept. 1947, but the first nine months of 1948 had shown a general gain of 5 per cent in bar sales over 1947. October normally shows a gain of about 15 to 20 per cent over September. In October 1948 bar sales dropped heavily from Oct. 1947. The declining trend had apparently set in.

CANDY NOTES

(Continued from Page 32)

a hint from the soft drink trade and putting out more take-home packages of six or 12 bars. Some operators in past years have said that these promotions for home sales on bars mean that bars find their way into lunch pails and hence vendors in the plants lose sales. More recently, operators say plant cafeterias, lunch pails, etc., do not reduce vendor sales.

● Nestle's chocolate bars will get a big national advertising plug during the coming months, the plan being scheduled to reach more than 120 million readers of magazines and newspapers. The drive will be aimed chiefly at the youth market.

● The best guess is that the heavy drive of commercial users of sugar will cause a halt in rising prices of this ingredient, although some market men still say that sugar will go higher. Promise of a bumper cocoa bean crop in the African Gold Coast region also seems likely to stop the recent advances in chocolate prices. All this promises to prevent the setting in of a move to hike candy prices next winter. Cheaper sugar and chocolate will help to adjust some candy prices to a lower level.

● Financial papers reported that Hershey Chocolate showed an increase in profit on its business during the first half of the year. The government report on chocolate product sales, including chocolate bars, for the first six months of the year showed a general decline of 21 per cent.

● A survey covering students in high schools and colleges in 29 states comes up with the information that 78 per cent of them rely on brand names in buying candy bars; about 20 per cent of the students said convenience of the store or outlet was the deciding point in buying bars; about 80 per cent said they bought chewing gum on basis of brand name. A good majority of the students said they liked more than one brand and did not confine their purchases to one particular brand of candy bar. They are inclined to stick more to one brand name in chewing gum; only about 20 per cent of the students said they confine purchases chiefly to one brand of candy bar.

● The annual report of the National Confectioners Assn., mailed early in Sept., has a graph chart to show price fluctuations in peanuts, eggs, cocoa, milk and sugar, chief ingredients used in making candies. Some price breaks in ingredients began to appear about mid-1948.

● Total candy production in the U. S., on poundage basis, was boosted by the war, reached a high peak in 1946, continued to increase in dollar volume during 1947 and 1948 but tended to level off on poundage basis. Reports thus far in 1949 indicate that a leveling off in poundage is still under way.

● Candy manufacturers in the Boston area were said to be very optimistic about the fall outlook for increased business. Firms used the dull summer months to make sales plans for big action after Labor Day.

● National Confectioners Assn. has announced that its annual convention in 1950 will be held at the Waldorf-Astoria, New York City, while exhibits will be at the Grand Central Palace.

Express Confidence In Candy

WASHINGTON—At a time when candy sales, in poundage and dollar volume, are showing declines, The National Food Brokers Assn. is approaching manufacturers to tell them that brokers can sell more candy.

The organization expresses full confidence in candy and the continuance of high consumer demand, "because the figures on candy volume show it is a primary commodity and one of the leaders."

3 New *High Speed* Money Makers!

Now Being Delivered by

"SILVER-KING"

Here they are—exactly what every candy operator needs for small locations. They give you larger capacity at half the price:

This is the "CANDY KING"

100 Bar "Candy-King"
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Now you can vend candy bars, Kleenex and all other types of package goods from all-aluminum, rust-proof, Conveyor type "Candy-King" and "Package-King". All are double Locked, National Slug Protected. You'll find many other money makers in famous "Silver-King" Big 6 Line which include the following:

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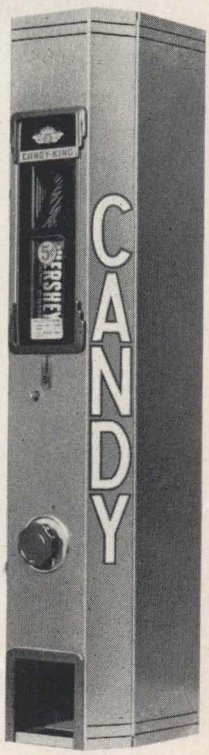

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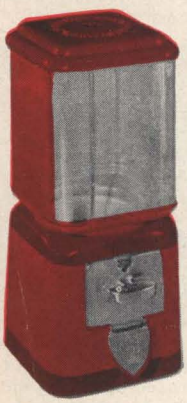
We are now in full production of the Acorn 1c and 5c All Purpose Bulk Merchandisers and are shipping hundreds per week to operators in every section of the country. No ad can tell as good a story as that fact. If you want the details about this wonderful vendor, write today for complete descriptive literature. If you want the profits it can earn, send an order today . . . either to us or to any of our authorized distributors. The price is $13.95 Ea. or $13.45 in lots of 100 or more. *Oak Manufacturing Co., Inc., 11411 Knightsbridge Avenue, Culver City, California. Phone: Santa Monica 7-6144.*



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CIGARETTE VENDING

Cigarette Prices—One Year After The Raise

One year ago during August and September, and later, cigarette operators were confronted with a general problem of adjusting prices, and also machines mechanically, to conform to an increase of eight cents per carton on cigarettes by the manufacturers.

There were matters of price policy for operators to decide, as well as to adjust many machines mechanically. There were many situations in which operators, by absorbing part of the increased cost, could still sell at 20 cents per pack while stores were advancing to 21 or 22 cents retail. Other operators were also increasing the price by as much as two or three cents and thus increase their margin, rather than absorb part of the increased price and still sell at 20 cents.

Many operators reported that the move to boost margins gave them a comfortable return for the first time in their operating experience, because cigarettes had always been regarded as a low margin product.

The question of public relations was also involved, and many operators said they would stick to 20 cents rather than risk incurring consumer ill-will by increasing the margin too much, as they put it. This point was widely discussed in operating circles and in trade meetings.

State taxes on cigarettes entered into the situation also, and in a number of states made it necessary for operators to set their machines at 25 cents and then penny the packs to return change. Manufacturers of machines went into action at once to help operators adjust their machines to the new price situation. There were moves to put 25-cent mechanisms on the market and to offer mechanisms that would give pennies in change.

(See ONE YEAR, Page 36)

Cigarette Revenues Drop In July For 2nd Time In Year

WASHINGTON—The official revenue report of sales tax stamps on cigarettes for the month of July aroused some fears again that total cigarette sales in 1949 may show national consumption as leveling off. Cigarette stamp sales for July were down a little more than 6 per cent from the July 1948 mark.

Cigarette revenues also declined last April, compared with April 1948, hence two months in the year have now dropped below last year's score. The drop in July also reduced the total gain for the first seven months of the year to less than one per cent.

The cigarette trade explains that sales of revenue stamps for any one month does not always show the actual sales to consumers, that wholesalers and retailers may buy heavy in one month and reduce purchases the following month. Manufacturers also fluctuate in their purchases of stamps. But the fact that two months in the first seven have shown declines will cause more anxious watching of future sales trends.

The Agriculture Dept. issued its report on the tobacco trade situation at about the same time of the revenue report for July. The AD report gives data for the fiscal year ending last June 30 and this 12-month period shows cigarette output as about 3 per cent above the previous fiscal year. Experts have predicted that cigarette sales for 1949 will run about 3 per cent above 1948.

The AD report stated: "Cigarette production, which has increased steadily for several years, is beginning to level off."

Now that 40 states also tax cigarettes, the state tax reports will be watched more closely for information on what states or regions are showing the increase, or decrease in sales. Some of the states issue monthly reports and others do not even make an annual breakdown of revenues from cigarettes. The Florida report for July indicated a decline in cigarette sales as compared with July 1948, but this may be due to an off-season in tourist trade.

Ohio cigarette revenues declined in July, although the previous month had shown gains over June 1948. Nebraska reported a decline for July, below the previous month and also the same month in 1948. Massachusetts had reported a decline in May and this state will be watched more closely after hiking its cigarette tax one cent recently.

Currently, the cigarette trade is interested in tobacco markets and the influence tobacco costs may have on cigarette prices. The Georgia-Florida flue-cured tobacco belt marketed its new crop some weeks ago, and was closely watched as the first indication of price trends. Official report says that price level on this crop dropped about 10 per cent as compared with last year, but since prices are still very high as compared with prewar prices, the price of cigarettes will not be affected.

Earlier reports promised a bumper crop of burley, with lower prices, but more recent reports have suggested that the crop may fall below 1948, also that a lot of the new crop may be poor in quality. The burley crop market starts early in December.

Operators of cigarette vendors have been affected in the past summer months more by employment fluctuations than by any national trends in cigarette consumption. Some cities have had serious unemployment problems, and in these cigarette vendors have shown a downward trend in sales.

Since the federal government is now carefully checking on states and cities that may have increases in unemployment, it may be possible to compare these with reports on cigarette sales—in those states that issue monthly reports on cig. revenues.

New Chicago Lock

CHICAGO—Newest addition to the Chicago Lock Co. line is a 1½ inch bronze padlock, designed to meet the need for maximum security and weather resistance at moderate cost. Lock has a 5 pin-tumbler locking mechanism which permits practically unlimited key changes, is made of solid bronze carefully machined for dependable operation. Lock is known as No. 6841.

REBUILT CIGARETTE MACHINES

SOME HAVE NEW PAINT JOBS

All machines have been thoroughly overhauled by trained Rowe servicemen, are in top mechanical condition and excellent appearance.

Set for 20c Operation

8 Col. Rowe Imperials	$50.00
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ONE YEAR

(Continued from Page 35)

In so many cases it was necessary to adjust machines to accept 25 cents that it appeared as if the quarter coin might attain a new popularity in the vending machine trade, that the quarter might rival the nickel and dime as vendor coins.

One year after, what do operators think of the results that followed in the wake of the historic cigarette price boost? Most operators seem to have come to accept the situation as permanent but there is still discussion of what prices do to sales. Some operators will say today that a 23-cent price reduced volume—but that they like the increased margin.

What is the prospect for a reduction in cigarette prices by manufacturers? There is evidently some pressure on this point, for some of the manufacturers have stated in quarterly and annual reports that there is no prospect of reducing prices to the old level in the foreseeable future. They point to the high prices being paid for 1949 tobacco as evidence that a price reduction is hardly practical now. Other costs in manufacture also still remain high. So, one year after, there are no signs that cigarettes might be reduced to the old price. And the tax trend is still upward.

Royal Shuffleboard Announces New Game

VENICE, Calif.—Royal Shuffleboard Co., designers and manufacturers of the famous *Royal* Shuffleboard, announce a new money-making skill game called *Royal Flush*. The game, combining all the fascinating features of poker and pool, is compact in size and is made of the finest hardwood.

On each play, ten balls are released on coin activation, with each player using five. Players take alternate shots for the highest poker hand.

10,800 square feet of manufacturing space are available at the Royal plant for the new game which is now in production. If necessary, output can be stepped up to 50 a day.

Officials of the company point out that the new game is a natural for operators, inasmuch as there are no maintenance costs or expensive scoreboards or score pads necessary, while at the same time the proven playing appeal of the game plus its low price is conducive to high profits.

Royal created a sensation in the trade with its outstanding shuffleboard, which featured a welded structural steel frame to support the playing field and set the accuracy of the playing field to ten thousandths of an inch. With the shuffleboard field stabilized, demand for the *Royal* continues apace, and production is being maintained on a steady scale.

While a network of distributors has already been established, some choice territories are still available.

Los Angeles

Johnny Hawley, veteran coin machine man, has opened J. R. Hawley Distributing Co. at 2845 W. Pico Blvd. He is specializing in the sale of established routes and also distributing new and used amusement games, shuffleboards, phonographs, cigarette machines, and arcade equipment, as well as selling the *Hawley Adapter*, which connects *Select-O-Matics* to 30-wire counter boxes.

Vacation time at Southland Distributing found Stan Turner returning from a week at Lake Arrowhead just in time to relieve secretary Mildred Moberg who hied off to Seattle to visit her family; while Ollie Sutton, of the service department, returned from a two-weeker back East.

Bob Young, popular service man and operator, proud pappaed for the third time on September 8 when Christopher Hartig Young made his appearance in the world.

Smiling, pipe smoking Harold M. Meier, operator of phonographs, cigarette machines and postage stamp vendors, is Los Angeles County's biggest coin machine operator (340 pounds).

With visions of the 230 pound black bass caught last year still fresh in his mind, Ronnie Malandra took off for San Clemente for some deep sea fishing.

Mark Jennison, manager of the local Mills Sales office, reports Mills new *21* bell is going great.

Larry Hanford of Lompoc and Bob Chacon of Laguna Row-shopping.

General Music's secretarial staff was stripped kind of thin for a while last month with Nancy McLaren and Rose McCabe both out of action: Nancy due to her mother's illness, and Rose because of the flu germ.

Graham Clapp of the up-coming R. B. Clapp Co. spent ten days fishing in the high Sierras and snagged a mess of Golden Rainbow Trout.

Coin Row was grieved to learn of the death of William Leuenhagen, father of W. H. Leuenhagen, on September 8.

Nick Carter uncrated and installed Genco's new *Glider* before another shipment of *PX-8* Electrics rolled in the door.

Music Operator Bob Donahue drove down from Pismo Beach in his new Dodge.

The puzzler defying solution at Automatic Games is who slipped George Warner a Mickey Finn during his Murietta Hot Springs vacation.

Harry Williams of the Chicago manufacturing firm of the same name spent several days visiting the trade here.

The Wurlitzer factory prepared for an easy change in its *1100* model so that it can sell six tunes for a quarter, and now it's paying off in increased phono receipts.

Tommy Swab of Lone Pine making nice recovery after his recent nose operation.

W. E. Simmons is busy these days handling a tremendous sales crew in the 11 Western states selling a device which cleans the cooling system on your car. Jack Gutshall, Larry O'Neil and Ed Wisler are associated with Simmons and have established territories on the deal.

Lucille and Paul Laymon chose a northern route in returning from their trip to Chicago and drove home via Yellowstone, Bryce Canyon and Zion National Park, arriving here on September 25th.

IS THERE A SCHOOLBOY IN YOUR HOUSE?

Give the lad ten minutes with the new PX-8 ELECTRIC and he'll be able to master every detail of the simplest, most fool-proof electric cigarette machine ever manufactured!

Experienced cigarette operators acclaim PX-8 ELECTRIC with coin changer because it is built for fast, easy servicing and long life—and its low price will amaze you!

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NEW MACHINES...

Manufacturers are requested to send announcements of all new machines and products to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COAN MANUFACTURING CO., 2070 Helena St., Madison 4, Wis.—New model candy vendor called *Model 74-1;* like previous U-Select-It models in appearance and capacity; improvements in mechanism prevent loss of nickel if an empty tray is in vending position; coin return principle improved so that coin mechanism itself controls operation; coin chute can be easily exchanged by one thumb screw; new coin box to hold more coins; upper and lower candy guides made larger, and other advantages.

Availability: Reported in full production.

CHICAGO COIN MACHINE CO., 1725 Diversey Blvd., Chicago 14, Ill.—A new 5-ball game called *Golden Gloves;* playfield has an "action ring" at top, while bottom section is wide open; has spell-out features for words "golden" and "gloves," also replay features.

Availability: Reported in full production.

EDELCO MFG. AND SALES CO., 1438 Franklin St., Detroit 7, Mich.—Three new models of double-faced scoring units for shuffleboard, including Straight, Lowboy and Deluxe models, each having special features; all have trouble-free push button switch, with instant switch over from points to frames, metered cash box, coins from one to five register on glass, reject coins until previous game is completed, and etc.

Availability: Reported in full production.

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago 24, Ill.—A new 5-ball game called *Playtime;* offers 11 ways to win, manufacturer states; first ball offers two wins, fourth ball offers two wins and recoup scoring, etc.; has double flippers and bobble bumpers; manufacturer also states that lower prices on materials permit a new "price tag" on this game.

Availability: Reported in full production.

D. GOTTLIEB & CO., 1140 N. Kostner Ave., Chicago 51, Ill.—A 5-ball game called the *Three Musketeers;* stresses six winning combinations, a fourth ball special feature, non-sequence scoring, spotting features and ultra high scores.

Availability: Reported in full production.

GENCO MANUFACTURING & SALES CO., 2621 N. Ashland Ave., Chicago 14, Ill.—A new 5-ball game called *Camel Caravan;* offers 12 ways for player to win, has seven kickout holes that will spell word "Caravan"; has arrangement for spelling "Camel" also; various ways to win replays; flippers permit player to block balls rolling out of play; game has high score features.

Availability: Reported in full production.

O. D. JENNINGS & CO., 4307 W. Lake St., Chicago 24, Ill.—A new line of the famous Sun Chief bell machines, three new models being stressed; *Chief Console* has dual play features, using penny-penny or penny-nickel combinations or others that operator may order; *Operator's Chief* and also a machine that dispenses cigarettes, similar to the *Ciga-Rola* introduced in 1939 but with important advances.

Availability: Reported in full production.

J. P. S. ENTERPRISES, 6850 Lakewood Ave., Chicago, Ill.—A new change maker for vending machines, called the *Penny Changemaker;* electrically operated for use on electric or manually operated vending machines, designed for outside mounting on vendors; size approx. 25 in. high, 11 in. wide and 3 in. deep; has four penny tubes each 21½ in. high, holding 350 pennies each tube; the regular coin chute on vendor operates the changer; permits making odd change of one to four pennies.

J. H. KEENEY & CO., Chicago 32, Ill.—A new double-face scoreboard for shuffleboard games, making three models now offered by the firm; designed for mount-

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"The Industry's ONLY Authentic Directory."

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ing over the shuffleboard table, records either point or frame; automatically prevents playing over the normal eight frames by a built-in timer; may be had in coin and non-coin models.

Availability: Reported in production.

KORN-KRIB SALES CO., 114 West 18th St., Kansas City, Mo.—A pop corn warmer and dispenser, having the trade name *Korn-Krib;* non-coin manually operated type that will dispense pop corn, peanuts in shell, shoestring potatoes, etc.; 32 inches high and base 12 by 12 inches, capacity one bushel of popped corn; parts that contact merchandise are stainless steel, top half is Plexiglas; list price, $39.95.

Availability: Reported in production.

MONARCH SHUFFLEBOARD, Inc., 1545 N. Fairfield Ave., Chicago 22, Ill.—Two scoreboards for shuffleboard games; can be used over the tables or wall mounted; one model registers points only while the deluxe model will register points, frames and horsecollar; coin boxes have large capacity.

Availability: Reported in production.

SILVER-KING CORP., 622 Diversey Parkway, Chicago 14, Ill.—Three new vendors—triplets, the manufacturer says—constructed on conveyor shelf principle, all aluminum mechanisms and case, National slug rejectors, etched mirror fronts, full length piano-hinged doors, double locks, wall mounting type, etc.; may be had in special colors and trims by operating organizations for special merchandising purposes. *Candy-King No. 100* for one-half inch flat candy bars, such as Hershey, capacity 100 bars; *Candy-King No. 50* for larger bars such as Baby Ruth, etc., capacity 50 bars; and *Package-King* for Kleenex, Kotex, cough drops, packaged candies, etc., capacity 50 packages.

Availability: "Moderate production now and full production by Sept. 15."

STANDARD ADAPTER CO., 30 W. Washington St., Chicago 2, Ill.—The *Standard* transmitter adapter is designed for phonograph operators to furnish music to drive-in locations; fits inside any phonograph, permitting customer to tune in on his car radio; music cannot be picked up outside of area, eliminates loud speakers in such locations; complies with FCC regulations; transmits in drive-in areas up to 175 feet. List price, $35.

Availability: Reported in production.

SPACARB, Inc., 317 East 23rd St., New York 10, N. Y.—A new unit for converting the *Spacarb* vendors to hot drinks, or permitting combination of hot and cold drinks; *Spacarb* triple vendors permit new unit to be quickly installed to vend hot chocolate and two hot soups from same machine; or, one hot and two cold drinks can be vended from same machine, etc.

Availability: Reported that units are only installed at factory at present.

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CIGARETTE AND CANDY VENDING Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

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LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SCALES WANTED
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

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Charms double, treble profits in bulk vendors. Write quickly for free samples. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDERS, 105-4 Dewey St., Brillion, Wisc. (A-C)

STAMP FOLDERS
Direct from manufacturer. Low, low price! Immediate delivery. Write for prices and samples. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn, N. Y. (J-C)

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for our Advance 21-F latex machines. Advance Sanitary Napkin machines and supplies. Write for information and prices. FOWLER COIN MACH. & DIST. CO., 3030 Crooks Road, Pontiac, Michigan. (ASO-P)

FIVE KWIK KAFE
Coffee machines for sale. Best offer. Now on location. f. o. b. MARYLAND DRINK-O-MAT CORP., 1115 Hinton St., Petersburg, Va. (O-P)

NEW COIN-SEPARATORS
$47.50; write for descriptive literature; separates 1,200 coins per minute. IRONWOOD COIN SEPARATOR CO., 203 W. Aurora St., Ironwood, Mich. (OND-P)

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Completely reconditioned and refinished. Also a full line of parts. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish Street, Philadelphia 4, Penna. (TF-C)

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FOR SALE
7 Used Advance 39 Bar Selectarias, $4.50 each, f.o.b. San Diego. SAN DIEGO NUT SUPPLY, 854 Union St., San Diego, Calif. (O-P)

WANTED TO BUY
Used 1c Adams Model GV or N Gum machines. State condition and price. SAN DIEGO NUT SUPPLY, 854 Union St., San Diego, Calif. (O-P)

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Watling '200' new in original crates (5) sealed by weights and measures, $139.00 f.o.b. Los Angeles. Write: H. CLARK, 8706 Cimarron, Los Angeles, California. (O-C)

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THE FAMOUS PROTEX PROPHYLACTIC PACKAGE NOW COMPLETELY SEALED IN DU PONT CELLOPHANE. ELIMINATES ALL MACHINE JAMMING. TIGHT PACKAGE INCREASES MACHINE CAPACITY 20%. USED BY MAJORITY OF VENDING MACHINE OPERATORS. PROTEX IS PERFECTION IN QUALITY AND SANITATION. TRIAL TWO GROSS CARTON, $6.00. WRITE FOR QUANTITY PRICES. COMPLETE STOCK OF ADVANCE 21F MACHINES AND ALL PARTS. NATIONAL SANITARY SALES, 6654 N. TALMAN, CHICAGO 45, ILLINOIS. (ASO-P)

35 BRAND NEW POPCORN SEZ VENDORS
$110 each. 25% cash, balance C. O. D. GEORGE GALEMBERT. 211 W. Wacker Drive, Chicago, Illinois. (ASO-P)

5c CANDY VENDING MACHINES
like new. Rowes, 8-col. with base, $65.00 each; Vendits, 150 capacity, with base, $45.00 each; U-Select-Its, model 54, $27.50 each; U-Select-Its, model 72, $32.50 each. All overhauled, repainted and in excellent condition. 30 per cent deposit required with order, balance C.O.D. ILLINOIS MECHANICAL CANDY CO., 1148-50 West Van Buren St., Chicago 7, Ill. (SON-C)

ADVANCE SANITARY NAPKINS
and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

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Vending machine experience; travel anywhere, to operators; candy bar venders, almond venders, postage stamps, picture machines, 5c Wrigley gum and Life Savers venders; top quality machines! Men in $20,000 year class apply SHIPMAN MFG. CO., 1326 S. Lorena, Los Angeles 23, Calif. (ASO-C)

COIN WRAPPERS
Coin Counting Machines. Tubular Wrappers 1c, 5c, 10c, 25c 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, $1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books $1.00 per dozen. Coin Counters: Hand and Electric models from $85 and up, all guaranteed. HECHT NIELSEN, 1322 Congress St., Chicago 7, Illinois. Tel. HAymarket 1-1088. (TF-C)

DECALCOMANIA TRANSFERS
Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

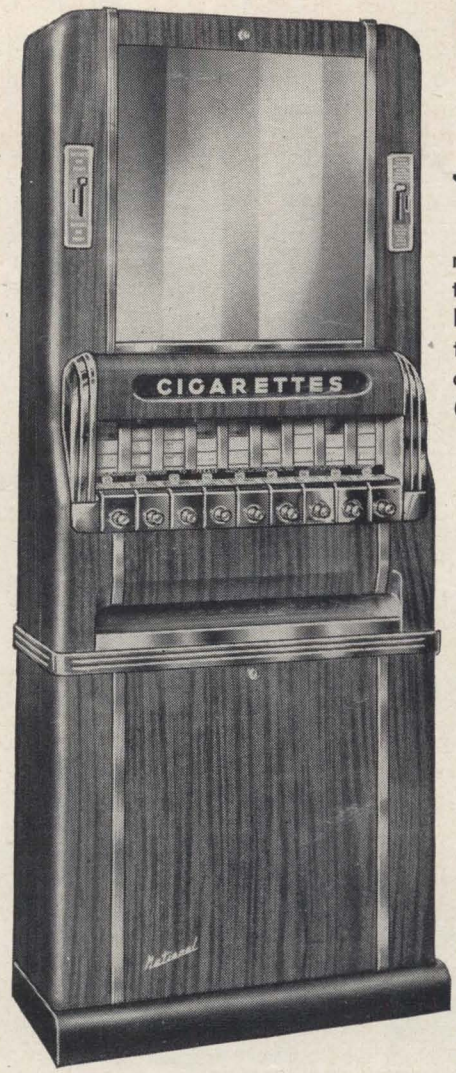
YOU CAN NOW BUY
All Victor, Silver King and Northwestern machines on time payment. Twenty weeks to pay. Write for details. ROY TORR, Box D, Lansdowne, Pa. (4/50C)

Look INSIDE ...see how it works!

see why THE NATIONAL 9M TOPS THEM ALL!

The penny box match assembly ...which is available if you want it... is only one of the many superior features of NATIONAL'S famous 9M.

Customer sees actual merchandise in machine. Gets fresh cigarettes through NATIONAL'S first-in, first-out delivery rotation. Nine columns provide good brand distribution, hold profitable capacity of 440 packs and plenty of book matches.



Its single-coin insert with nickel change-maker means convenience for the customer — more sales with less effort. Multiple-coin operation . . . 5c—10c—25c . . . easy adjustment for price changes (first in the industry).

It all comes out here! Central delivery of cigarettes, matches and change . . . also coin return.

The NATIONAL 9M isn't just another manually-operated Cigarette Vending Machine. It is different from all others in its basic mechanism . . . in the many exclusive features it offers . . . in its velvety-smooth operation.

People prefer its single-coin insert and multiple-coin operation . . . its nickel change-maker . . . its central delivery. And you'll like its dependable performance under the worst operating conditions . . . its sturdy steel construction and low maintenance cost . . . its high trade-in value. The Operator profits most who pleases the public best, and that means —NATIONAL 9M!

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You'll be amazed at the profit possibilities of this sensational non-coin operated popcorn dispenser. The attractive modern design makes an instant hit on location. And the operator collects his profits in advance. Send for colored circular at once.

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The choice of thousands of successful operators. Finished in handsome durable red wrinkle, the Model V catches the eye . . . and the coin. Vends all kinds of bulk merchandise, including ball gum . . . with charms. Write for full details!

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